# B.A. MASS COMMUNICATION

## MASS COMM CORE (all students)
- **Intro Mass Communication**
  - CMMNA100 3
- **Communication Writing**
  - CMMNA101 3
- **Digital Communication**
  - CMMNA201 3
- **Internship I**
  - CMMNA291 3

## LAW OF MASS COMMUNICATION
- **Seminar in Mass Communication Ethics & Diversity**
  - CMMNA401 3
- **Senior Seminar in Mass Communication**
  - CMMNA492 (Spring) 1

## FOUNDATION COURSES
- **First-Year Seminar** T121 3
- **Engl T122: Critical Reading and Writing** 3
- **Math A115: Finite Math or Math T122: Math Models**
- **Sci I: T129: Investigating Nature** 3
- **Creative Arts and Cultures** 3
- **Hist I: T122/Emerging World or T124/Modern**
- **Hist II:**
- **Phil I: Reasoning** 3
- **Phil II: Knowledge and Morality** 3
- **Rels I: Christian Theology** 3
- **Rels II: World Religions** 3
- **Social Science (fulfilled in major)**
- **Sci II: Natural Science in Context** 3
- **Writing About Literature** 3

## KNOWLEDGE/VALUES COURSES

## SEQUENCE:
(Sequence requirements on back)

## GENERAL ELECTIVES

## RECOMMENDED ELECTIVES
- **Fundamentals of Speech**
  - SPCH A100 (3)

## The B.A. in Mass Communication requires a minimum of 120 credit hours.

ACEJMC accreditation standards mandate that mass comm majors have at least 72 hours outside the major, allowing no more than 48 hours from the major courses.

## GPA
- 2.0 required in major, minor and overall.

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### Degree Program Course List (DPCL) of major requirements for students entering Loyola in 2018-19

**English Composition Placement:**
- ACT ENGL score 21 or above 76-100, Exemption from MathT122/A115
- SAT Verbal score 501 or above
- Register for ENGL-T122 46-75, MathT122 or A115
- ACT ENGL score 20 or below
- SAT Verbal score 500 or below 0-45, Math A092, Fund. of Algebra
- Register for ENGL-A100

### Loyola Core - 39 Credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>First-Year Seminar</strong> T121</td>
<td>3</td>
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<tr>
<td><strong>Engl T122: Critical Reading and Writing</strong></td>
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<td><strong>Social Science (fulfilled in major)</strong></td>
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<tr>
<td><strong>Sci II: Natural Science in Context</strong></td>
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<tr>
<td><strong>Writing About Literature</strong></td>
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**Total:** 120 cr.

### Electives (depending on minor)

<table>
<thead>
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<th>Electives (depending on minor)</th>
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<tbody>
<tr>
<td><strong>Loyola Core</strong></td>
<td>39 cr.</td>
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<tr>
<td><strong>Major</strong></td>
<td>40 cr.</td>
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<tr>
<td><strong>Minor</strong></td>
<td>18-24 cr.</td>
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<tr>
<td>Advertising or Public Relations</td>
<td>25 hours</td>
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<td>A260 Layout and Design</td>
<td>grade</td>
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<td>A313 Media Planning</td>
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<td>A326 Research in Ad and PR</td>
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**Major Electives or Emphasis area**  7 hours

Choose any communication courses or emphasis area

| A482 Brand Lab | 3. |
| or A415 Ad Team or A419 Bateman Team | 3. |

**Major Electives or Emphasis area**  10 hours

Choose any communication courses or emphasis area

| A490 Journalism Capstone (spring only) | 3. |

**Major Electives or Emphasis area**  13 hours

Choose any communication courses or emphasis area

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**EMPHASIS AREAS**

Optional for communication majors.

These classes would fill the communication elective slots.

**Non-profit Communication**

CMMNA410 Nonprofit Communications
CMMNA380 Donnelley Center nonprofit work
Internship with non-profit emphasis

**Photography**

CMMNA265 or CMMNA365
CMMNA368 Documentary photography
Internship with photo emphasis

**Sports Communication**

CMMNA356 Sports Communications
CMMNA357 Sports Promotion
Internship with sports emphasis

**Environmental Communication**

CMMNA371 Covering the environmental beat
CMMNA475 Environmental communication
Internship with environmental emphasis

**OTHER ELECTIVE OPTIONS (all sequences)**

CMMN A225 Elements of AP Style
CMMN A294 Media & Diversity
CMMN A335 Strategic Event Planning & Promotions
CMMN A354 Feature Writing
CMMN A359 Advanced Journalism Lab
CMMN A360 Advanced Layout & Design
CMMN A382 Social Media Strategies
CMMN A394 Digital Production
CMMN A455 Media & Gender
CMMN A482 Advanced Social Media Strategies
CMMN A384 Photojournalism
CMMN A450 History of Journalism
CMMN A495 Special Projects (independent study)

**CURRENT TRENDS ELECTIVES (A380)**

Recent offerings in CMMN A380 varies by semester
Travel Journalism
Mobile Photo & Video
TV News Producing
Podcasting
Data Journalism
Drone Journalism and Operation
Tropical Communications

5/14/2018