

**LOYOLA UNIVERSITY NEW ORLEANS  
M.S. IN MARKETING & COMMUNICATIONS  
CURRICULUM WORKSHEET – AY 2020-21**

STUDENT'S NAME \_\_\_\_\_

Phone: \_\_\_\_\_

CWID: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

CORE CURRICULUM* 15 HRS.	GRADE	MARKETING TRACK** 9 HRS.	GRADE	COMMUNICATIONS TRACK** 9 HRS.	GRADE
DECS/FIN/ACCT B6XX (3 hrs.) MBA Math Primer		MGT B700 (3 hrs.) Organizational Leadership		CMMN 7XX (3 hrs.) Ethics and Diversity	
MKT B700 (3 hrs.) Strategic Marketing		BA B750 (3 hrs.) Competitive Strategy		CMMN 8XX (3 hrs.) Crisis Communication	
MKT B820 (3 hrs.) Digital Marketing and Analytics		MKT B825 (3 hrs.) Consumer Analysis & Research		CMMN 8XX (3 hrs.) Corporate & Social Responsibility	
CMMN 6XX (3 hrs.) State of Journalism & Mass Communications		<b>CAPSTONE*</b> <b>6 HRS.</b>			<b>GRADE</b>
CMMN 7XX (3 hrs.) Social Media		BA B8XX (6 hrs.) Marketing and Communications Capstone Project			
<b>Advising notes:</b> *Required **Select one track					

Baccalaureate Degree & Major: _____	Graduation Date: _____	Date: _____
Institution: _____	4- Year CGPA: _____	Admit Term: _____
Additional Degree(s): _____		