

<b>NAME:</b>		<b>B.A. MASS COMMUNICATION</b>		
English Composition Placement is:	ALEKS MATH COURSE PLACEMENT	<b>MASS COMM CORE (all students)</b>	<b>Electives</b> _____	
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 belc _____	_____			
SAT Verbal score 500 or be _____	0-45, MathA092, Fund. of Algebra	<b>Intro Mass Communication</b> CMMNA100 _____ 3 _____		
Register for ENGL-A100 _____	_____ (not counted in final degree credits)			
<b>LOYOLA CORE - 39 Credits</b>			<b>Communication Writing</b> CMMNAA101 _____ 3 _____	
<b>FOUNDATION COURSES</b>				
First-Year Seminar T121 _____ 3 _____				<b>Digital Communication</b> CMMNA201 _____ 3 _____
Engl T122: Critical Reading and Writing _____ 3 _____				
Math A115: Finite Math <i>or</i> Math T122 : Math Mod 3 _____				
Sci I: T129: Investigating Nature _____ 3 _____				
<b>12</b>				
<b>KNOWLEDGE/VALUES COURSES</b>		<b>Internship I</b> CMMNA291 _____ 3 _____		
Creative Arts and Cultures _____ 3 _____			<b>Law of Mass Communication</b> CMMNA401 _____ 3 _____	
Hist I: T _____ 3 _____				
Hist II: Q _____ 3 _____				
Phil I: Reasoning _____ 3 _____				
Phil II: Knowledge and Morality _____ 3 _____				
Rels I: Christian Theology _____ 3 _____		<b>Seminar in Mass Communication Ethics &amp; Divers</b> CMMNA484 (fall) _____ 3 _____	<b>General Electives</b>	
Rels II: World Religions _____ 3 _____				
Social Science (fulfilled in major) _____ 0 _____				
Sci II: Natural Science in Context _____ 3 _____				
Writing About Literature _____ 3 _____				
<b>27</b>		<b>Total: 18</b>		
Loyola Core	39 cr.	No more than 48 hours in the major.		
Major	40 cr.			
Electives (and minor)	41 cr.			
<b>TOTAL</b>	<b>120 cr.</b>			
			<b>RECOMMENDED ELECTIVE</b> <b>Fundamentals of Speech</b> <b>SPCH A100 (3)</b>	
			The B.A. in Mass Communication requires a minimum of 120 credit hours.	
			<b>GPA: 2.0</b> required in major, minor and overall.	

<b>Advertising or Public Relations</b> 25 hours	<b>Journalism</b> 25 hours	<b>Visual Communication</b> 25 hours
grade	grade	grade
A260 Layout and Design 3_____	A265 Photography 3_____	A260 Layout and Design 3_____
A310 Advertising <i>or</i> A316 Public Relations 3_____	A266 Videography 3_____	A265 Photography 3_____
A313 Media Planning 3_____	A250 Journalism (spring only) 3_____	A266 Videography 3_____
A336 Strategic Content Creation 3_____	A350 Adv. Journalism (fall only) 3_____	A382 Social Media Strategies 3_____
A326 Research in Ad and PR 3_____		
Major Electives or Emphasis area 7 hours	Major Electives or Emphasis area 10 hours	Major Electives or Emphasis area 10 hours
<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>
_____ 3_____	_____ 3_____	_____ 3_____
_____ 3_____	_____ 3_____	_____ 3_____
_____ 1_____	_____ 3_____	_____ 3_____
	_____ 1_____	_____ 1_____
A485 Strat Comm Capstone: Campaigns 3_____		
	A490 Journalism Capstone 3_____	A485 Strat Comm Capstone: Campaigns 3_____

<b>Advertising or Public Relations 25 hours</b>	<b>Advertising or Public Relations 25 hours</b>	<b>Advertising or Public Relations 25 hours</b>
grade	grade	grade
A260 Layout and Design 3_____	A260 Layout and Design 3_____	A260 Layout and Design 3_____
A310 Advertising or A316 Public Relations 3_____	A310 Advertising or A316 Public Relations 3_____	A310 Advertising or A316 Public Relations 3_____
A313 Media Planning 3_____	A313 Media Planning 3_____	A313 Media Planning 3_____
A336 Strategic Content Creation 3_____	A336 Strategic Content Creation 3_____	A336 Strategic Content Creation 3_____
A326 Research in Ad and PR 3_____	A326 Research in Ad and PR 3_____	A326 Research in Ad and PR 3_____
Major Electives or Emphasis area 7 hours	Major Electives or Emphasis area 7 hours	Major Electives or Emphasis area 7 hours
<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>
_____ 3_____	_____ 3_____	_____ 3_____
_____ 3_____	_____ 3_____	_____ 3_____
_____ 1_____	_____ 1_____	_____ 1_____
A486 Brand Lab 3_____	A486 Brand Lab 3_____	A486 Brand Lab 3_____
or A415 Ad Team/Advanced Advertising Campaign	or A415 Ad Team/Advanced Advertising Campaign	or A415 Ad Team/Advanced Advertising Campaign
or A419 Bateman Team/ Advanced PR Campaign	or A419 Bateman Team/ Advanced PR Campaign	or A419 Bateman Team/ Advanced PR Campaign

<b>Advertising or Public Relations 25 hours</b>	<b>Advertising or Public Relations 25 hours</b>	<b>Advertising or Public Relations 25 hours</b>
grade	grade	grade
A260 Layout and Design 3_____	A260 Layout and Design 3_____	A260 Layout and Design 3_____
A310 Advertising or A316 Public Relations 3_____	A310 Advertising or A316 Public Relations 3_____	A310 Advertising or A316 Public Relations 3_____
A313 Media Planning 3_____	A313 Media Planning 3_____	A313 Media Planning 3_____
A336 Strategic Content Creation 3_____	A336 Strategic Content Creation 3_____	A336 Strategic Content Creation 3_____
A326 Research in Ad and PR 3_____	A326 Research in Ad and PR 3_____	A326 Research in Ad and PR 3_____
Major Electives or Emphasis area 7 hours	Major Electives or Emphasis area 7 hours	Major Electives or Emphasis area 7 hours
<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>	<i>Choose any communication courses or emphasis area</i>
_____ 3_____	_____ 3_____	_____ 3_____
_____ 3_____	_____ 3_____	_____ 3_____
_____ 1_____	_____ 1_____	_____ 1_____
A486 Brand Lab 3_____	A486 Brand Lab 3_____	A486 Brand Lab 3_____
or A415 Ad Team/Advanced Advertising Campaign	or A415 Ad Team/Advanced Advertising Campaign	or A415 Ad Team/Advanced Advertising Campaign
or A419 Bateman Team/ Advanced PR Campaign	or A419 Bateman Team/ Advanced PR Campaign	or A419 Bateman Team/ Advanced PR Campaign

