

Advertising and Public Relations

Advertising and public relations put a face on a brand and give a company its personality. Chicago is recognized as a leading market in the advertising and public relations field because it not only employs the second largest number of people in the field after New York City, but also because it's where many of the best agencies and brands got their start. Advertising and public relations professionals dream of working on Michigan Avenue, the heart of Chicago's advertising and media community.

Loyola University Chicago's advertising and public relations major is based at the Water Tower Campus, also located on Michigan Avenue. This program is now part of Loyola's new School of Communication, which also offers undergraduate programs in communication studies and journalism. Additionally, the School partners with the College of Arts and Sciences to support an interdisciplinary major in international film and media studies.

Loyola's location makes it easy for students to get exposure to the advertising and public relations industry. Working professionals routinely visit Loyola to give guest lectures and teach courses. Many of these professionals serve as part-time faculty and ensure that students learn relevant, real-world applications. Students also take advantage of Loyola's downtown location for internships with agencies, corporations, radio and television stations, associations, and non-profit organizations.

At top right: Programs in the School of Communication are located at Loyola's Water Tower Campus, just off of Chicago's Magnificent Mile, close to the city's world-class commerce and culture.



THE MAJOR

BA in Advertising and Public Relations

This major gives students a broad overview of advertising and public relations through an integrated marketing communication perspective. As they progress through the coursework, students will learn how to:

- Create and implement integrated advertising and public relations campaigns that are responsive to individual, organizational, and community needs.
- Write copy and design messages for distribution through multiple communication and media channels.
- Understand applications of new media technology, online, and digital communication.
- Apply appropriate research methods to plan, monitor, and evaluate advertising and public relations campaigns.
- Analyze the strategies and issues related to advertising and public relations practices.
- Develop and maintain trusting and credible relationships with diverse publics.
- Practice ethical communication through professional practices that are accountable and socially responsible.

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Preparing people to lead extraordinary lives

THE MAJOR [CONTINUED]

Today, advertising and public relations are part of an integrated process with a consistent and targeted message across media, campaigns, and events. The focus of the profession has expanded from a concentration on increasing sales and media coverage to a more strategic process that includes building the image, reputation, and brand of an organization; developing an integrated communication strategy; supporting cause-related marketing; influencing policy and decision making; and establishing engaging relationships with multiple stakeholders.

The advertising and public relations major establishes an ethical foundation for advertising and public relations practices based on personal, professional, and social responsibility. Students learn the value of open dialogue, mutual respect, accountability, and cooperation in advertising and public relations practices.

Throughout the curriculum, students study advertising and public relations best practices, explore critical issues and challenges, apply their knowledge as they gain professional experience, and develop skills and a network of resources.

Students develop combined theoretical knowledge and practical skills through:

- Hands-on application of concepts through assignments and projects
- Team service projects with community and nonprofit organizations
- A capstone course with a final research project in an area of individual interest
- Real-world learning experiences through one required internship and the opportunity for additional internships
- Completion of a portfolio of creative work
- Interaction with faculty and mentors who are working professionals

CAREER OPPORTUNITIES

According to the U.S. Bureau of Labor Statistics, employment in the fields of advertising, marketing, and public relations is projected to increase faster than average. College graduates with strong communication skills, creativity, and related work and internship experience will have the best job opportunities. Recent studies also indicate a need for more trained professionals to meet the increasing demand for public relations services and counsel.

The program prepares students for a wide range of advertising and public relations career options including account management, copywriting, sales and marketing, media planning, product and brand communications, media relations, corporate communication, promotions, online and digital media, direct marketing, community relations, public affairs/government relations, financial relations, special events, media production, market research, and communication consulting. These careers may be in public relations firms, advertising agencies, sales and marketing departments, corporations, and nonprofit and community organizations.

INTERNSHIPS

Students are required to complete an approved internship with a public relations or advertising agency, the media, a corporation, or non-profit organization. Internships provide valuable professional work experience, build specialized skills, establish networking resources, and open career options. Approved internships earn three credit hours, and students may participate in a second internship for three additional credit hours. Students can also serve internships without course credit.

Loyola students recently completed internships with Edelman Public Relations, Margie Korshak, Ruder Finn, Zeno Group, The San Jose Group, CNN, ESPN, CME Group, Dominick's, Nordstrom, Bloomingdale's, Morningstar, Amway, Jockey International, Telemundo, Clear Channel, NBC Universal, and many other organizations.

STUDENT ORGANIZATIONS

Loyola has active student chapters of the American Advertising Federation (AAF) Ad Club, the International Association of Business Communicators (IABC), and the Public Relations Student Society of America (PRSSA). All three organizations are run by students and promote educational and networking opportunities with working professionals in the Chicago communications industry. These groups often host guest speakers, agency tours, and community service projects, and also participate in networking events and career fairs with working professionals. Participating in these extra-curricular activities enriches the student's understanding of the advertising and public relations industries.

ADVISING AND MENTORING

Small classes in upper-division courses create ample opportunity for participation and discussion, and also for students to work more closely with faculty. Professors are readily available to provide assistance to students outside of class.

Faculty advisors and mentors provide students with valuable expertise for help with curriculum planning, finding an internship, job opportunities, or gaining admission to a graduate or professional school. The Career Development Center is also working to develop a mentoring program for students majoring in advertising and public relations, matching each student with a working professional in areas of career interest.

SCHOOL OF COMMUNICATION FACULTY

Dean: Donald Heider, PhD, University of Colorado–Boulder

Jessica Brown, MA, Syracuse University

Elizabeth Coffman, PhD, University of Florida

Sammy R. Danna, PhD, University of Missouri–Columbia

Kay Felkins, PhD, University of Missouri–Columbia

Connie Fletcher, PhD, Northwestern University

Aaron Greer, MFA, Temple University

Mary Pat Haley, BVM, PhD, Northwestern University

Jeffery Harder, MFA, Ohio University

Beth Konrad, MA, Wayne State University

Majorie Kruvand, PhD, University of Missouri–Columbia

Patricia Lamberti, MA, University of Illinois, Chicago

Julia Lieblich, MTS, Harvard University

Elizabeth Lozano, PhD, Ohio University

Adrienne Massanari, PhD, University of Washington

Pamela Morris, PhD, Syracuse University

Bren Ortega Murphy, PhD, Northwestern University

Gilda Parrella, PhD, University of Washington

Mark Pollock, PhD, Northwestern University

Phil Ponce, JD, University of Michigan

Herb Ritchell, MBA, Northwestern University

B. Hannah Rockwell, PhD, University of Utah

David Romanelli, MA, Miami University

John Slania, MSJ, Northwestern University

Bastiaan Vanacker, PhD, University of Minnesota

Frank Wirth, MSJ, Northwestern University

MAJOR REQUIREMENTS

This major requires 42 credit hours including three general communication studies courses, a research course, and five foundation courses, which provide a comprehensive introduction to the integrated components of the major. Various electives allow students to gain knowledge and competencies in specialized areas. Appropriate special topics courses may also be included as electives. The integration of theory and practice in the curriculum is facilitated through supervised professional internships with major agencies and organizations, and with the capstone course, which allows each student to develop a final application and integration project in a chosen area of interest, working with a mentor group of faculty and working professionals.

GENERAL COMMUNICATION STUDIES COURSES

(Nine credit hours)

Communication Studies (CMUN)

CMUN 150 Communication Processes

CMUN 160 Communication Practices

CMUN 217 Ethics and Communication

FOUNDATION COURSES (15 credit hours)

CMUN 224 Organizational Communication

CMUN 250 Mass Media Advertising

CMUN 265 Public Relations

CMUN 352 Public Service Communication

Marketing (MARK)

MARK 201 Fundamentals of Marketing

RESEARCH COURSES (Three credit hours)

(One course required)

CMUN 246 Naturalistic Methods of Communication Research

Information Systems and Operations Management (ISOM)

ISOM 241 Business Statistics

MARK 311 Market and Consumer Surveys
(prerequisite: ISOM 241)

Statistics (STAT)

STAT 103 Fundamentals of Statistics

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MAJOR REQUIREMENTS [CONTINUED]

INTERNSHIP (Three credit hours)

CMUN 396 Communication Internship (required)

CAPSTONE COURSE (Three credit hours)

CMUN 398 Directed Study in Advertising or Public Relations (required)

ELECTIVE COURSES (Nine credit hours)

(Choose three courses with approval of your communication studies advisor.)

CMUN 225	Persuasion
CMUN 235	Introduction to Video Production
CMUN 251	Business and Professional Speaking
CMUN 252	Mass Communication Law
CMUN 257	Radio/TV Writing
CMUN 263	Layout and Editing
CMUN 271	Reporting and Writing
CMUN 297	Themes: Writing for the Web
CMUN 317	Advanced Public Relations Cases
CMUN 350	Advanced Advertising Applications Creative
CMUN 351	Media Planning
CMUN 355	Writing for Public Relations
CMUN 367	Communication Consulting
CMUN 368	Advertising Campaigns
CMUN 371	Special Topics (in Advertising and Public Relations)
CMUN 372	New Media Campaigns
MARK 310	Consumer Behavior
MARK 363	International Marketing
MARK 373	Advertising Management
MARK 380	Direct Marketing and the Internet
<i>Fine Arts (FNAR)</i>	
FNAR 132	Visual Communication I
FNAR 233	Computer Graphics I
FNAR 383	Introduction to Web Design

In addition to fulfilling major requirements to earn an undergraduate degree, students are required to complete Loyola's Core Curriculum, which teaches them important skills and values. Students also develop their own interests by taking general electives.

CORE CURRICULUM

- Focuses on desired knowledge, skills, and values in addition to academic disciplines.
- Includes 45 credit hours of coursework, developing important skills through 10 required areas of knowledge:
 - Important skills include: communication, critical thinking, ethical awareness, information literacy, quantitative and qualitative analysis, research methods, and technological literacy.
 - Required areas include: college writing seminar, artistic knowledge and experience, historical knowledge, literary knowledge, scientific literacy, societal and cultural knowledge, philosophical knowledge, theological and religious studies, and ethics.
- "Values Across the Curriculum" requirements:
 - 12 credit hours completed through the Core, major, or electives, focusing on:
 - Understanding and promoting justice
 - Understanding diversity in the United States and the world
 - Understanding spirituality or faith in action in the world
 - Promoting civic engagement or leadership
- Makes up about one-third of a student's Loyola academic experience, complemented by the major and electives.
- Incorporates great flexibility with myriad courses from which to choose for each required area. Courses may be completed at any time during a student's Loyola education.

For more information, please visit LUC.edu/core.

LOYOLA UNIVERSITY CHICAGO

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FOR MORE INFORMATION

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To access this and other undergraduate program brochures—and any updated information—please visit LUC.edu/undergrad/academics.