

MESSAGING BRIEF

LOYOLA UNIVERSITY CHICAGO • CONTACTS Richelle Rogers, Director: Digital Media & Storytelling • David Kamerer, Director: Global Strategic Communication

MESSAGING

- **Two distinct programs:** The MC in Digital Media and Storytelling and the MS in Global Strategic Communication will help you develop wide technical expertise in areas that include journalism, advertising, public relations, and documentary filmmaking.
- **Location:** Situated in one of the world's great communication centers, Loyola is an ideal setting for integrating study with hands-on achievement in the expanding communication field.
- **Top-notch facilities:** We offer state-of-the-art production labs and equipment, as well as proximity to Chicago's vast production, business, and prominent strategic communication agency community.
- **Expert faculty:** Our 30+ professors have worked in the field, at agencies, and in the newsroom, allowing them to offer a perspective that merges theory and practical experience.
- **Convenience:** Classes are held in the evening to accommodate the demanding schedules of professionals who want to take the next step in their careers.

ACADEMICS

DEGREES:

- MComm, Digital Media and Storytelling
- MS, Global Strategic Communication

TIME TO COMPLETE PROGRAM:

- *Digital Media and Storytelling: 2 years*
- *Global Strategic Communication: 1–2 years*

PACE: *Full-time, part-time, both*

- Full-time
- Part-time

FORMAT: *In person, online, both*

- Courses taught during fall and spring semesters in a once-a-week format on weekday evenings at flexible times.
- One elective offered as an online course each summer

IF IN PERSON, LOCATION: Water Tower Campus

APPLICATION AND DEPOSIT DEADLINES: Rolling admissions

CURRENT TUITION RATE PER CREDIT Hour \$1,033

AVERAGE COST TO COMPLETE PROGRAM: \$36,108

PROSPECTIVE STUDENT PROFILE

AGE: 28

GENDER: 60% Female
40% Male

LOCATION: 72% from
Midwest
67% from IL



STUDENT DESCRIPTION

DIGITAL MEDIA AND STORYTELLING:

"What initially drew me to the program was that it offered a diverse curriculum... classes from four distinctly different communication disciplines, including journalism, advertising, public relations and documentary filmmaking, teaching students how to use digital media technology in order to become master storytellers."

GLOBAL STRATEGIC COMMUNICATION:

"More than the curriculum is also the trips that you get to go on rolled into the program. So, the fact that we can either go to London, Beijing, or both, is definitely something that I took advantage of."

LOYOLA UNIVERSITY CHICAGO

SCHOOL OF COMMUNICATION

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