

BACHELOR OF ARTS

STRATEGIC DIGITAL COMMUNICATION

The BA in Strategic Digital Communication offers training in public relations, digital communications, web design, online branding and positioning, content generation, content management, and digital ethics. During this program you will focus on providing practical, timely applications of communications principles to work in the digital, professional realm.

DELIVERY The program is offered fully online. Courses are taught using an 8-week session format with online, evening, and weekend options.

PROGRAM DISTINCTIONS **TIMELY:** Coursework explores relevant, real-world applications of fundamental communications principles, and raise ethical issues that are commonly encountered in our contemporary media landscape. You will also review technological skills and new media tools that are on the digital forefront.

PRACTICAL AND APPLIED: The program is grounded in seminal communication theories and principles. You will apply those principles to the realms of Digital Public Relations, Advertising, Branding, and Social Media advertising and advocacy.

ADAPTABLE: Digital Media has new tools, apps, sites, and algorithms changing the norms and best practices in the field on a constant basis.

EXPECTATIONS AFTER GRADUATION You will be prepared for professional advancement in digital PR, social media management, and online advocacy work.

The School of Continuing and Professional Studies (SCPS) empowers adult learners through an accessible, impactful and holistic education that positions you for success. SCPS enables you to advance your career through applicable programs and flexible formats, while creating a supportive environment that fosters social justice, ethics, and service to others.

FACULTY Loyola's faculty are committed to giving time and attention to every student, inside and outside the classroom. Our full- and part-time instructors are practicing professionals with advanced academic degrees who infuse the curriculum with fresh perspectives from their experience to enhance your learning experience.

PREREQUISITES Must be at least 23 years of age, and have a GPA from all transfer work of at least 2.5.

- FINANCIAL AID** Begin the financial aid process by completing your Free Application for Federal Student Aid (FAFSA) at fafsa.ed.gov.
- SCHOLARSHIPS** SCPS offers multiple scholarship opportunities to support adult students returning to school. Learn more at LUC.edu/adult-education.

LEARN MORE

APPLICATION REQUIREMENTS AND DEADLINES

LUC.edu/adult-education/admission

Rolling admissions throughout the year.

CONTACT INFORMATION

For further information about academic programs, or to arrange a visit, please contact:

School of Continuing and Professional Studies
Loyola University Chicago
820 N. Michigan Avenue
Lewis Towers 401
Chicago, IL 60611

PHONE: 312.915.6501

EMAIL: Adult@LUC.edu

ONLINE: LUC.edu/adult-education

Send all supporting documents to:

Graduate and Professional Enrollment Management
Loyola University Chicago
820 N. Michigan Avenue
Lewis Towers 1200
Chicago, IL 60611

PHONE: 312.915.8950

EMAIL: GradApp@LUC.edu

ONLINE: gpem.LUC.edu/apply

SCPS was ranked #8 in the nation for Best Online Bachelor's Degrees by U.S. News & World Report, 2020. .

