OUR MISSION
We are Chicago’s Jesuit, Catholic University—a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith.

OUR MISSION
We are Chicago’s Jesuit, Catholic University—a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith.

LOYOLA UNIVERSITY CHICAGO
SCHOOL OF COMMUNICATION
UND ERGRADUATE ADMISSION OFFICE
Lake Shore Campus • 1032 W. Sheridan Road • Chicago, IL 60660
800.262.2373 • LUC.edu/undergrad

SCHOOL OF COMMUNICATION
51 E. Pearson • Water Tower Campus • Chicago, IL 60611
312.915.6548 • LoyolaSOC@luc.edu • LUC.edu/soc

LOYOLA UNIVERSITY CHICAGO
SCHOOL OF COMMUNICATION
BACHELOR OF ARTS (BA)

ADVERTISING/PUBLIC RELATIONS
The BA in Advertising/Public Relations gives you a broad overview of the field through an integrated marketing communication perspective. Our program helps you merge academics with professional learning.

ADVERTISING CREATIVE
This concentration equips you for working at advertising agencies, creative, and other departments of organizations. Students will work on generating ideas, meeting challenges, and constructing creative content.

COMMUNICATION STUDIES
Communication Studies offers a chance to learn how everyday talk and action matter, while preparing you to pursue opportunities in public relations and journalism.

ADVOCACY AND SOCIAL CHANGE
This concentration prepares students to analyze messages, enhance their ability to influence others and learn strategies for negotiating complex situations where legal, political, or social interests are at stake.

FILM AND DIGITAL MEDIA
The BA in Film and Digital Media teaches our students about the migration of media across platforms, and students gain expertise in producing, critically analyzing, and using multimedia for today’s job market.

MULTIMEDIA JOURNALISM
Getting information into peoples’ hands—that’s the job of journalists. The BA in Multimedia Journalism degree builds skills in fact collection, storytelling, ethics, and the technology needed for various media outlets.

5-YEAR PROGRAMS
BA ADVERTISING AND PUBLIC RELATIONS/MS GLOBAL STRATEGIC COMMUNICATIONS
BA ADVERTISING AND PUBLIC RELATIONS/MS MARKETING

BACHELOR OF ARTS (BA)

ADVERTISING/PUBLIC RELATIONS
The BA in Advertising/Public Relations gives you a broad overview of the field through an integrated marketing communication perspective. Our program helps you merge academics with professional learning.

ADVERTISING CREATIVE
This concentration equips you for working at advertising agencies, creative, and other departments of organizations. Students will work on generating ideas, meeting challenges, and constructing creative content.

COMMUNICATION STUDIES
Communication Studies offers a chance to learn how everyday talk and action matter, while preparing you to pursue opportunities in public relations and journalism.

ADVOCACY AND SOCIAL CHANGE
This concentration prepares students to analyze messages, enhance their ability to influence others and learn strategies for negotiating complex situations where legal, political, or social interests are at stake.

FILM AND DIGITAL MEDIA
The BA in Film and Digital Media teaches our students about the migration of media across platforms, and students gain expertise in producing, critically analyzing, and using multimedia for today’s job market.

MULTIMEDIA JOURNALISM
Getting information into peoples’ hands—that’s the job of journalists. The BA in Multimedia Journalism degree builds skills in fact collection, storytelling, ethics, and the technology needed for various media outlets.

5-YEAR PROGRAMS
BA ADVERTISING AND PUBLIC RELATIONS/MS GLOBAL STRATEGIC COMMUNICATIONS
BA ADVERTISING AND PUBLIC RELATIONS/MS MARKETING
SCHOOL OF COMMUNICATION

Get involved
Communication student organizations enjoy active memberships, strong mentoring, and the freedom to initiate projects. Some of the groups available to you include Ad Club, Public Relations Society of America, and the Society of Professional Journalists. We also have an award-winning debate team.

Engaged learning
Students engage the Windy City during their studies, covering Chicago-based stories or preparing work for local clients. Internship opportunities are vast, with media, advertising, public relations, and film companies within walking distance—including ABC-7 News, WGN Radio, the Chicago Tribune, Leo Burnett, and Edelman.

State-of-the-art
The school features generously equipped labs and classrooms, and an extensive inventory of digital video and audio equipment. Students study gaming in the school’s SIMLab, and our street side digital convergence studio is a modern newsroom with professional sets, HD video cameras, Teleprompters, and radio broadcast equipment.

OPPORTUNITIES
Communication student organizations enjoy active memberships, strong mentoring, and the freedom to initiate projects. Some of the groups available to you include Ad Club, Public Relations Society of America, and the Society of Professional Journalists. We also have an award-winning debate team.

LEARNING SPACES

EXPERIENCES

Paulina Aragon, a native of Mexico, fell in love with Loyola after visiting the campus and touring Chicago. As a third-year student majoring in Advertising and Public Relations, she likes how her coursework allows her to be creative while also learning practical business skills. She aspires to open her own public relations agency, helping other entrepreneurs promote their businesses: “I know an education from the School of Communications will jump start my career.”

Paulina Aragon, ’21, Advertising and Public Relations, News Anchor for Rambler Roundup TV Show