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.

COMMUNICATION STUDIES

Communication Studies offers a chance to learn how everyday talk and action matter, while preparing you to pursue opportunities. Students may choose a general communication studies major, or an optional emphasis.

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 & Digital Media immerses students in innovative development, production, and distribution strategies for media. Students produce untold, transformative stories—narrative, documentary, and interactive.

MULTIMEDIA JOURNALISM

Getting information into people’s 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
LEARNING SPACES

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.

EXPERIENCES

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.

OPPORTUNITIES

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.

NOTABLE FACULTY

ELIZABETH COFFMAN, PhD is an award-winning filmmaker and scholar. Her documentary Flannery won the first Library of Congress Levine/Ken Burns prize for film in 2019, broadcasting on PBS’s American Masters in 2021.

FLORENCE CHEE, PhD, focuses on the ethical challenges brought about by digital communication technologies including artificial intelligence, games, social media, and mobile platforms. She brings over 20 years of international research experience in digital lifestyles to the classroom.

JOHN GOHEEN is a 12-time Emmy Award-winning documentary journalist whose career includes video programming for 60 Minutes, Dateline NBC, and Monday Night Football. He has been honored three times with the National Press Photographer’s Association Television News Photographer of the Year.

ROBERT AKERS, BFA, spent over 25 years in advertising agencies, including as an executive creative director at Leo Burnett, overseeing advertising creative for McDonald’s, Kellogg’s, Nintendo, and Disney. He has won numerous industry creative awards including Cannes, One Show, and Art Director’s Club of NY.

GEORGE VILLANUEVA, PhD, brings more than a decade of experience in engaging diverse communities in urban planning and revitalization. He currently researches and teaches subjects that include aspects of advocacy and social change within the school.

LEARN MORE

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LUC.edu/career