

**LOYOLA UNIVERSITY NEW ORLEANS
M.S. IN MARKETING & COMMUNICATIONS
CURRICULUM WORKSHEET – AY 2021-2022**

STUDENT'S NAME _____

Phone: _____

CWID: _____

E-Mail Address: _____

CORE CURRICULUM* 15 HRS.	GRADE	MARKETING CONCENTRATION* 9 HRS.	GRADE	COMMUNICATIONS CONCENTRATION* 9 HRS.	GRADE
BA B601 (3 hrs.) Applied Business Mathematics		MGT B700 (3 hrs.) Organizational Leadership		CMMN A735 (3 hrs.) Ethics and Diversity	
MKT B700 (3 hrs.) Strategic Marketing		BA B750 (3 hrs.) Competitive Strategy		CMMN A810 (3 hrs.) Crisis Communication	
MKT B820 (3 hrs.) Digital Marketing and Analytics		MKT B825 (3 hrs.) Consumer Analysis and Research		CMMN A820 (3 hrs.) Corporate and Social Responsibility	
CMMN A600 (3 hrs.) State of Journalism and Mass Communications		CAPSTONE** -- 6 HRS. Must take in final semester enrolled. A grade of "B" or higher is required to pass the Capstone course			GRADE
CMMN A782 (3 hrs.) Social Media		MKT/CMMN 890 (6 hrs.) Marketing and Communications Capstone Project			
Advising notes: *Select one concentration **Required					

Baccalaureate Degree & Major: _____	Graduation Date: _____	Date: _____
Institution: _____	4- Year CGPA: _____	Admit Term: _____
Additional Degree(s): _____		