

Degree Program Course List (DPCL) of major requirements for Honors students entering Loyola in 2021-22

NAME: _____

B.A. MASS COMMUNICATION- Advertising / PR

HONORS CURRICULUM - 43 Credits		MASS COMM CORE (all students)		Minor- _____
Foundation Requirements	Crs/Grd	Intro Mass Communication		
First-Year Seminar H121	3 _____	CMMNA100 _____	3 _____	
Ignatian Colloquium H193 or H194	1 _____	Communication Writing		
Social Justice Seminar H396	3 _____	CMMNAA101 _____	3 _____	
Honors Ethics H215 ¹ (check off once completed)	<input type="checkbox"/>	Digital Communication		
		CMMNA201 _____	3 _____	
Disciplinary Requirements		Internship I		
Creative Arts & Culture (H-level or approved performance course(s))		CMMNA291 _____	1 _____	
_____	3 _____	Law of Mass Communication		
History I H-level _____	3 _____	CMMNA401 _____	3 _____	
History II (H-level, HIST-A/Q/P200 course, or AP credit)		Seminar in Mass Communication Ethics & Diversity		General Electives
_____	3 _____	CMMNA284 (fall) _____	3 _____	
Literature I H-level _____	3 _____	Senior Seminar in Mass Communication		
Literature II (H-level, ENGL-N200+ course, or AP credit)		CMMNA492 (Spring) _____	1 _____	
_____	3 _____	Internship Completion		
Math and Computational Reasoning (H-level, A116+ math course, or AP credit) _____	3 _____	CMMNA493 _____	1 _____	
Natural Science (H-level, A101+ science course, or AP credit)			Total: 18	
_____	3 _____	No more than 48 hours in the major.		
Philosophy I H-level _____	3 _____	SEQUENCE: Advertising or Public Relations	grade	
Philosophy II (H-level or PHIL-U/W200+ course)		A260 Layout and Design	3 _____	
_____	3 _____	A310 Advertising <i>or</i> A316 Public Relations	3 _____	
Religious Studies I H-level _____	3 _____	A313 Media Planning	3 _____	
Religious Studies II (H-level or a 200+ RELS course)		A336 Strategic Content Creation	3 _____	
_____	3 _____	A326 Research in Ad and PR	3 _____	RECOMMENDED ELECTIVE
Honors Thesis Sequence		Major Electives or Emphasis area 6 hours		Fundamentals of Speech
Honors Thesis H491	3	<i>Choose any communication courses/emphasis area</i>		SPCH A100 (3)
		_____	3 _____	The B.A. in Mass Communication requires a minimum of 120 credit hours.
		_____	3 _____	
¹ May be satisfied with an ethics course in the major; if not, H215 must be used to satisfy at least one Honors Disciplinary Requirement		A486 Brand Lab		Honors GPA: 3.3 required in major, minor and overall
		or A415 Ad Team/Advanced Advertising Campaign	3 _____	
Thesis work is a dedicated process that spans multiple semesters, and you may be asked to take additional scaffolding courses. Please consult an honors advisor about what steps are right for you.		or A419 Bateman Team/ Advanced PR Campaign		