

# COMMUNICATION

Located in one of the world's top communication centers, Loyola University Chicago provides an ideal setting for integrating study with practical application in the expanding fields of advertising, advocacy, digital media, film, multimedia journalism, public relations, and other areas of communication.

Students benefit from a distinguished scholarly faculty of experienced communication professionals in journalism, media studies, documentary film production, cultural communication and public advocacy.

Loyola's School of Communication offers state-of-the-art on-site production facilities, labs, and equipment, as well as proximity to Chicago's vast production community. Loyola is home to WLWU, a 24-hour FM radio station, *The Phoenix*, an award-winning student newspaper, and an extensive internship program.

The study of communication is one of the primary means for promoting the traditional goals of liberal education: understanding political rhetoric and social justice, participating in media advocacy and developing an ethical sensitivity so necessary in our time. Students at Loyola's School of Communication learn not just how to get a message out, but how to think critically and communicate ethically.

For more information on Loyola's School of Communication, contact us at:

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## Graduate Programs Communications (COMM)

### COMM 400 Designing for Digital Environments (3 Credit Hours)

Students will learn about the design and usability of websites from several perspectives: how they look, how they work, and how they are made. Students must be enrolled in the graduate program for MC in Digital Storytelling.

#### Outcomes:

Students will how stories are told through new media, understand how to analyze and critique them and create digital artifacts that demonstrate their role as effective and ethical producers and users of new media

### COMM 401 Foundations of Global Strategic Communication (3 Credit Hours)

This course delves into two areas impacting communicators' success in the global arena: new media and culture. Through a blend of class discussions, interactive activities and guest speakers, students will study frameworks for strategic communication in a global environment and then apply these lessons in group and individual projects. Enrollment limited to students in GSCM-MS Program. Students are expected to understand fundamental concepts in strategic communication, be able to identify and explain the role of strategic communication in the global business context, understand the importance of dialogue and engagement, and have the ability to construct effective messages.

### COMM 402 Organizational Leadership and Change Management (3 Credit Hours)

Students will examine best practices in organizational leadership and change management. Students will also be introduced to major economic, financial and business principles and the terms, concepts and values that guide organizations. Finally, will gain insights that will enable them to work more effectively as communicators and organizational leaders. Enrollment limited to students in GSCM-MS Program. Students are expected to gain knowledge and leadership skills needed to help organizations chart a successful course through change. They are also expected to understand the major drivers of organizational change; the role leadership plays in anticipating, planning and navigating organizational change.

### COMM 403 Strategic Communication Research Methods (3 Credit Hours)

This course is designed to provide students with a critical framework for evaluating communication research and first-hand experience in the research process. Specifically, we will examine how research questions, originating from client-specific interests, are translated into a research project. Enrollment limited to students in the GSCM-MS Program. Students are expected to know how to read and evaluate a research study, select appropriate research questions, develop measurements, draw a sample, collect and analyze data and interpret the results.

### COMM 405 Story Development and Production (3 Credit Hours)

This course will give students a basic understanding of narrative theory and its evolution. It will also emphasize the idea that telling a good story begins with having something to say and a purpose for telling it to someone. Students must be enrolled in SOC Professional Degree Program MC in Digital Storytelling.

#### Outcomes:

Students will read, write and practice narrative techniques on electronic modes of communication while learning about narrative structure, content and form of delivery

### COMM 406 Environmental Advocacy (3 Credit Hours)

*Pre-requisites:* COMM 100 and sophomore standing; Digital Media & Storytelling (DMST\* Masters students and any students majoring in SES may also enroll

This course explores the rhetorical means by which citizens influence the policies and practices affecting our natural and human environments. The focus is on current controversies.

*Course equivalencies:* XCOMM306/ESP 329/PAX 329

#### Outcomes:

The course seeks to provide an understanding of the history and range of communication styles in the U.S. environmental movement and to help students develop practical skills relevant to entering into environmental debates

**COMM 409 Video Production Lab (3 Credit Hours)**

This six-week graduate course is designed as an entry-level introduction to the foundational concepts and techniques in video, audio, and editing production. This class prepares students with little to no prior experience in video and audio production to readily participate in the Digital Media and Storytelling (DMST) master's program. Students with some or greater knowledge in this field will also have the opportunity to expand their prior knowledge as the course focuses on developing practical skills to effectively capture and edit video and audio elements to create compelling visual narratives. Students will be provided access to industry-standard tools while learning how to shape stories using best practices in media production. Throughout the course, students will explore the fundamentals of video production, including camera operation, sound recording, and editing software using Adobe software. Emphasis will be placed on hands-on experience, with each student producing and editing short video projects that integrate both visual and audio storytelling techniques.

*Outcomes:*

Demonstrate proficiency in operating digital video cameras and audio recording equipment to capture high-quality footage and sound for storytelling purposes; Apply fundamental techniques of video composition, including framing, lighting, and shot sequencing, to create visually compelling narratives; Utilize industry-standard editing software, such as Adobe Premiere Pro, to edit and assemble video and audio elements into coherent short-form productions; Implement basic audio post-production techniques, including dialog editing, sound effects creation, and mixing, to enhance the overall quality of video projects; Develop and execute a complete video production workflow, from pre-production planning to final delivery, demonstrating an understanding of storytelling principles and best practices in digital media production

**COMM 410 Media Law for Inclusive Digital Storytelling (3 Credit Hours)**

This course addresses how courts and lawmakers have addressed legal issues presented by digital media. Students must be enrolled in Professional Degree Program MC in Digital Storytelling.

*Outcomes:*

Students will learn some of the ways that blogger's rights, intellectual property, libel, privacy and threats pose challenges to internet legal regulations and social ethics

**COMM 411 Strategic Communication Ethics and Law (3 Credit Hours)**

This course explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students will learn to discern a wide variety of ethical issues concerning communication behavior, apply systematic ethical analysis to various business situations, and clearly explain their analyses. Enrollment is limited to students in the GSCM-MS Program. Students will have learned fundamental ethical principles and decision-making processes, examined some of the most pressing ethical issues facing strategic communicators and applied course material to specific strategic communication decisions.

**COMM 412 Communication Content Mining and Analytics (3 Credit Hours)**

This course is for students interested in learning practical data analysis/data mining techniques in strategic communication. A useful takeaway from the course will be the ability to perform powerful data analysis using popular statistical packages (e.g., R, SPSS, Excel) and web analytics (e.g., Google Analytics). Enrollment limited to students in the GSCM-MS Program. Students are expected to increase their critical thinking ability to assess the quality of consumer information and the limitations of online data. They will become familiar with frequently used data analysis tools.

**COMM 413 Writing for Strategic Communication (3 Credit Hours)**

This advanced writing intensive course engages students in the strategic process of professional-level writing by focusing on communication objectives, cultural differences among audiences, techniques, style and mechanics. Students will learn the importance of planning, research, pre-writing, editing and rewriting in the writing process. Restricted to Global Strategic Communication Students

*Outcomes:*

The course also provides practical, real world writing experience in diverse formats for a wide range of audiences, including memos, proposals, creative briefs, executive speeches, op-eds, fact sheets, news releases, blogs and other social media

**COMM 414 Advertising Campaigns (3 Credit Hours)**

*Pre-requisites:* Restricted to MS in Digital Advertising Students

In this Advertising Campaigns class, students will explore the profound impact of rapidly evolving technologies on modern advertising practices. The course examines how changing media consumption behaviors have transformed consumer journeys from linear patterns to complex, interconnected experiences driven by micro-moments and personal intents. Students will critically analyze traditional advertising agency models, identifying why many long-standing practices are becoming obsolete in today's digital landscape. The class will challenge participants to rethink creative processes and develop innovative approaches that align with current market demands and communication goals. Through collaborative projects and discussions, students will work to bridge the gap between conventional advertising wisdom and the realities of the digital age. The course emphasizes the need for original thinking and adaptability in crafting effective campaigns that resonate across various touchpoints in consumers' lives.

*Outcomes:*

Analyze the impact of changing technologies on consumer behavior and media consumption patterns; Evaluate traditional advertising models and identify areas for innovation in the digital age; Develop strategies to engage consumers across multiple touchpoints throughout their non-linear consumer journey; Create data-driven, intent-based advertising campaigns that resonate with target audiences in their micro-moments; Design integrated campaigns that seamlessly blend traditional and digital advertising approaches; Apply critical thinking skills to assess and adapt campaign strategies in response to rapidly changing market conditions

**COMM 415 Data-Powered Digital Storytelling (3 Credit Hours)**

This course focuses on how and where to discover compelling story ideas utilizing investigative methods to cultivate original points of view for digital presentations.

*Outcomes:*

Students learn to use records and data mining techniques to analyze information and cultivate stories to be told in digital formats

**COMM 417 Media Planning (3 Credit Hours)**

This course examines the advertising and marketing processes required to research, develop and implement an effective media plan for budgeting appropriate advertising time and space. Only BASD-ADPR and MS-GSCM students may enroll.

*Course equivalencies:* COMM 317/COMM 417

*Outcomes:*

Student teams will develop competencies in decision-making processes and tools, including research methods, objectives, strategies and tactics to construct an advertising media plan

**COMM 420 Digital Production: Storytelling with Impact (3 Credit Hours)**

This lab-based course will introduce students to production techniques for digital storytelling. Students will acquire knowledge of videography, sound recording, video and audio editing, web design and interactivity.

*Outcomes:*

Students will find compelling stories, set scenes and use narrative techniques to craft influential stories designed for professional purposes in advertising, journalism or documentary production

**COMM 421 Topics in Global Strategic Communication (3 Credit Hours)**

This course will offer in-depth reading, case studies, and discussion in specialized areas dealing with current issues in global strategic communication. Enrollment limited to students in the GSCM-MS Program. Students will develop in-depth knowledge of a current issue or opportunity in global strategic communication, become acquainted with how and where local strategic communicators work, and examine the differences and similarities in how strategic communication is defined and practiced in different countries.

**COMM 422 Global and Multicultural Audiences and Stakeholders (3 Credit Hours)**

In this course students will investigate various audiences in today's global marketplace that organizations need to consider to remain relevant. The course will explore the concept of globalization and how, as a dynamic and uneven process, it requires practitioners to understand global and local audiences and those influenced by multiple cultures. Restricted to ADPR-BASD, GSCM-MS, and DMST-MC students.

*Outcomes:*

The goals of the course are to learn to be sensitive to a variety of cultures; recognize particular values, needs, and behaviors; and craft messages that connect and engage

**COMM 425 Digital Marketing and Analytics (3 Credit Hours)**

This course will explore online audience behavior and measurement. Students will use analytics to understand user activities and to drive improvements in distribution performance. In the course of their development, students will come to understand intellectual property protection, self-publication, bandwidth issues, usability, file formats, social sharing, security, syndication and mobile delivery.

*Outcomes:*

Analyze digital audience behavior using analytics tools to inform marketing strategies and content distribution decisions; Evaluate the legal, marketing, and economic factors affecting digital content distribution and audience targeting; Implement data-driven strategies to improve digital content performance and audience engagement across various platforms; Design digital marketing materials that comply with intellectual property laws and address security and usability concerns; Optimize digital content for multi-platform delivery, with a focus on mobile and social media channels, considering bandwidth and file format implications

**COMM 426 Strategic Business Communication for Social Impact (3 Credit Hours)**

The strategic simulation class setting will engage the students in the imaginary leadership role to exercise how to make an ethical decision on the issues and challenges. This incorporates a mix of lectures, case discussions, role-playing, and group projects in real-world applications.

*Outcomes:*

Apply fundamental principles of communication in different organizational contexts; Demonstrate ability to write and present effectively, considering audience and purpose; Understand and address critical challenges during crises; Identify communication solutions to foster a positive team culture through employee communication; Leverage ethical communication in decision-making and problem-solving; Navigate cross-cultural and global communication issues and differences

**COMM 429 Advertising and Public Relations Design (3 Credit Hours)**

This course is for students who want to understand the creative and design discipline of the fields. Students will learn the fundamentals of print-based messages used in advertising and public relations. Students will employ various design programs applied in today's industry to develop visual communications projects, which will culminate in a final portfolio. Restricted to GSCM-MS students.

*Course equivalencies:* COMM 329/COMM 429

*Outcomes:*

Students will learn and become competent in the following: Current design programs including InDesign and Photoshop; Basic design principles, such as color, space, and typography; Common formats for designing integrated marketing communication print materials

**COMM 430 2D Design for Print and the Web (3 Credit Hours)**

This course will focus on visual theory, graphic design, photo editing, and web design. Restricted to Masters students enrolled in the Digital Media & Storytelling Masters program.

**COMM 431 Campaign for Social Impact (3 Credit Hours)**

This course empowers students to design, implement, and evaluate digital campaigns using Integrative Marketing Communication (IMC) principles with a strong emphasis on community service and engaged learning. Students will work on hands-on projects that address real-world community needs, applying research, planning, implementation, and evaluation strategies. Through case studies, client campaigns, and community-based initiatives, students will build a portfolio of projects that not only enhance their professional skills but also contribute positively to the community and society.

*Outcomes:*

Develop and manage online content promotion and branded digital campaigns to promote community-based initiatives and social causes; Apply critical thinking and research skills to craft clear messages and digital materials for social good; Execute social media engagement and user-oriented content strategies; Evaluate campaign success by setting the key performance indicators (KPIs) to assess the effectiveness of campaigns and their impact on community improvement; Engage in a cycle of practice, feedback, and refinement to develop transferable skills while making meaningful contributions to community projects

**COMM 432 Public Interest Communication (3 Credit Hours)**

This course explores the principles and best practices of strategic communication aimed at achieving lasting, positive social change in various areas, including climate change, racial justice, healthcare access, and housing policy. This interdisciplinary program draws from practice and scholarship in public relations, journalism, advertising, psychology, sociology, political science, anthropology, and neuroscience. This course is custom-tailored for current and future communications directors at a nonprofit organization or a media relations officer at a foundation being an account executive at a strategic communications firm.

*Outcomes:*

Identify and target issues that can be addressed with public interest communications; Conduct research to underpin strategic communications aimed at driving social change; Use systems thinking to identify a specific approach to driving change; Develop strategic communication initiatives that can drive positive social change; Advocate and advise in the use of visual collateral that can best reach the target community

**COMM 433 Corporate Communication (3 Credit Hours)**

*Pre-requisites:* For GSCM-MS students, COMM 401; DMST-MC students may also enroll without pre-requisite

This course develops a multiple stakeholder approach to managing the communication function in corporations. Management topics include developing a communication plan, budgeting, creating a communications calendar, working with agencies and other external resources, project management and evaluation.

*Outcomes:*

At the end of the course, students are expected to understand how the communication function is organized in corporations and non-governmental organizations (NGOs)

**COMM 434 Business-to-Business Communication (3 Credit Hours)**

The robust business-to-business (B2B) sector provides enormous opportunity in the global marketplace. This course will explore B2B's unique set of challenges that strategic communicators need to consider in developing and delivering effective messages. Restricted to Global Strategic Communication Students.

*Outcomes:*

Students are expected to gain a working knowledge of the theories, concepts, and issues of in B2B communication

**COMM 435 Public Affairs and Issues Management (3 Credit Hours)**

The course explores how to predict and identify emerging issues, which can proliferate rapidly through digital and social media; accurately assess the potential threat posed by issues; and plan and implement effective response to prevent issues from growing into crises. Restricted to Global Strategic Communication Students.

*Outcomes:*

At the end of the course, students will understand the role of the public affairs function in organizations, know how to monitor for and identify emerging issues and to build a firewall to make organizations less vulnerable to attack

**COMM 436 Social Media Crisis Communication (3 Credit Hours)**

This course focuses on realistic social media issues and crisis cases and students' practices on how to respond to fast-paced information on multiple social media channels and to create effective responses. This course is custom-tailored for current and future PR managers, digital specialists, community managers, and others who need to have a high degree of public visibility and responsibility.

*Outcomes:*

Master crisis communication theories; Identify different types of crises; Successfully manage social media during a crisis; Develop key messages and identify and implement the preemptive and responsive strategies; Train yourself as a spokesperson

**COMM 437 Advertising/PR Multimedia Commercial Production (3 Credit Hours)**

This is an advanced video and advertising course designed to give students an introduction to various types of multimedia commercials as well as practical considerations of producing branded content and television spots, including for real clients. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll. Build experience in effective multi-tasking and teamwork, gain skills with technology and strategy, creative, and application process of broadcast production, and practice engaging with the community in media development efforts.

*Course equivalencies:* COMM 337/COMM 437

**COMM 438 Search & Display Advertising (3 Credit Hours)**

*Pre-requisites:* Restricted to MS in Digital Advertising Students

This course covers the enduring foundation of digital advertising — Search Advertising and Display Advertising, which is a part of the bigger scope called programmatic advertising. Students will be exposed to 1) fundamental concepts in search and display advertising, 2) hands-on practices on creating both search and display advertising campaign, and 3) evaluation skills in optimizing search & display advertising campaigns. This course is mostly built upon Google's advertising products. However, the fundamental logics, once acquired, can be applied to all forms of paid ads in digital space.

*Outcomes:*

Knowledge of the key terms and development process of search & display advertising; Knowledge of the various factors that could influence the success of search & display campaigns; Ability to develop and implement search & display advertising campaigns; Ability to evaluate and optimize for search & display advertising campaigns; Analyze and interpret complex campaign data using industry-standard analytics tools to drive performance improvements; Integrate search and display advertising strategies with broader digital marketing efforts for cohesive brand messaging and improved customer journey mapping

**COMM 439 Video Documentary (3 Credit Hours)**

This course offers hands on production of video documentaries through the study of electronic field production technology, the analysis of documentary texts, and the application of documentary research methods. Restricted to students in the DMST-MS program.

*Course equivalencies:* X-COMM339/439/ICVM339/IFMS339

*Outcomes:*

Students will gains hands-on video production experience in a non-narrative genre

**COMM 441 Global Strategic Communication Capstone (3 Credit Hours)**

Students will synthesize & apply knowledge and skills from previous courses to demonstrate competence in a specialized area of strategic communication of greatest interest to them. Students will submit a comprehensive work, research project, media artifact, business plan, or any other comparable work approved by the instructor. In addition, students will develop fully annotated & professional quality final presentation. Enrollment is restricted to students in the GSCM-MS Program. Students are expected to become more knowledgeable in an area of specialization by exploring a specific type of strategic communication, engaging in research, building relationships with professionals and developing creative applications to demonstrate professional-level knowledge, understanding of practices, skills & competencies.

**COMM 444 Social Media Advertising (3 Credit Hours)**

This course covers the latest theories and practices of social media advertising. Students will be exposed to 1) evolving concepts and theories related to social media advertising, 2) case studies that discuss the strategies of social media campaigns, and 3) hands-on practices of digital technologies to implement social media campaigns. Only students in the BASD-ADPR and MS-GSCM programs can enroll.

*Course equivalencies:* COMM 331/COMM 444

*Outcomes:*

Knowledge of theories relating to social media advertising, ability to create strategic plans on social media, skills for digital technologies in social media advertising campaigns, and understanding social media advertising ethics

**COMM 445 AI in Advertising (3 Credit Hours)**

*Pre-requisites:* COMM 211 or enrollment in the Global Strategic Communication (MS) program

This course explore what is AI, how it's been applied in various stages and aspects of advertising, and be creative in using artificial intelligent technologies to create better advertisement and consumer experiences.

*Course equivalencies:* X - COMM 335 / COMM 445

*Outcomes:*

Students will learn the fundamental of logics of AI technologies, and its implications in various aspects of advertising

**COMM 448 Advanced Storytelling (3 Credit Hours)**

*Pre-requisites:* Restricted to MC-DMST students only

This course enhances students' abilities to craft compelling non-fiction, longform narratives. Building on foundational storytelling skills, students learn advanced techniques of topic selection, story structure, and character development. The course emphasizes a self-directed approach, encouraging students to manage projects from initial ideation through completion. By the end of the course, students will have developed original content that reflects their personal interests and creativity.

*Outcomes:*

Produce a longform, non-fiction narrative that demonstrates advanced storytelling techniques, including effective topic selection and story structure; Create multi-dimensional characters that enhance the narrative and engage the audience, employing advanced character development strategies; Plan and execute a self-directed storytelling project from initial ideation through to completion, demonstrating effective project management skills; Articulate the creative process behind their original content, including the challenges faced and solutions implemented during project development; Evaluate and critique both their own work and that of peers, identifying strengths and areas for improvement in non-fiction storytelling techniques

**COMM 449 Capstone Seminar (3 Credit Hours)**

*Pre-requisites:* COMM 400

Capstone Seminar is designed to equip students with the necessary skills, knowledge, and strategies to successfully complete their culminating capstone project. This course focuses on project planning, development and execution. Students will develop a clear project proposal, enhance their research and critical thinking skills. Through workshops, peer feedback, and faculty guidance, students will develop their capstone project idea and establish timelines. By the end of this course, students will have a solid foundation to confidently begin their capstone project.

*Outcomes:*

Students will develop skills in project planning and time management, including setting timelines, defining objectives, and coordinating resources for their capstone project; Students will analyze and critique various forms of digital media, understanding their impact on audiences and the techniques used to create them; Students will conduct research relevant to their capstone project, utilizing academic and industry sources to inform their work; Students will understand and apply ethical principles in digital media production, including copyright, privacy, and representation; Students will complete a proposal or preliminary work that prepares them for successful execution of their capstone project; Students will engage in self-assessment and reflection on their learning experiences, identifying strengths and areas for improvement as they prepare for their capstone

**COMM 450 Capstone II (3 Credit Hours)**

*Pre-requisites:* COMM 400, 405, 410, 415, 420, 425, and 430

This course involves integration of new media tools and storytelling, culminating in a professional project that is conveyed to public audiences and widely distributed.

**COMM 455 Animation (3 Credit Hours)**

This course will focus on animation with specific emphasis on the creation, refinement, and publishing of a visual story. Students will learn 2D and 3D techniques, cameras, CGI and other software and equipment to create animated works. Only DMST-MC students may enroll. All pre-requisites are waived.

*Course equivalencies:* COMM 305/COMM 455

*Outcomes:*

Theories of visual and image-based storytelling; script writing; character development; storyboarding; creating visual stories from images; animation enhancement/manipulation; graphic design; and contemporary animation design options for visual storytelling/promotion

**COMM 458 Newscasting and Producing (3 Credit Hours)**

This is designed as a capstone course for the broadcast journalism emphasis. It covers all aspects of TV (or web) newscasts, including producing, anchoring, reporting, photography and editing, as well as studio production. The class produces and delivers newscasts, designed to prepare students for work in the TV news industry. Restricted to students in the DMST-MC program.

*Course equivalencies:* COMM 358/COMM 458

**COMM 459 Advanced Post Production (3 Credit Hours)**

This course combines advanced editing theory and practice, aimed at providing students with the skills required for editing motion pictures of all genres and for all platforms. Restricted to students in the DMST-MC program.

*Course equivalencies:* X-COMM359/459/IFMS359

*Outcomes:*

Students will learn how to edit for motion pictures of all forms

**COMM 461 Health Communication (3 Credit Hours)**

This course focuses on the growing field of health communication. Building on students' knowledge of public relations, advertising, communication and marketing, this class aims to help students develop an area of specialization that offers career opportunities in many settings. Through guest speakers and field trips, the class is designed to provide an overview of what health communicators do and where they work. Only MS-GSCM and ADPR BASD students may enroll.

*Course equivalencies:* COMM 311/COMM 461

*Outcomes:*

Provide a foundation of knowledge about the US healthcare system and acquaint students with how communications can play a vital role in accomplishing public health objectives

**COMM 462 Health Literacy & Digital Technology (3 Credit Hours)**

This course explores a deeper understanding of the potential of digital communication tools to improve health literacy and contribute to better health outcomes across the full spectrum of healthcare. This course prepares these students to enter a local health department, community organization, or government agency, and global health communication PR consultancy, which contributes to health communication research, patient counseling, materials design, and program management.

*Outcomes:*

Be skilled in analyzing, interpreting, and communicating complex health concepts across a wide range of media platforms, equipping them to effectively manage health communication in a digital landscape; Describe and assess the ecological factors that affect health literacy; Assess the potential for digital technologies to either bridge or deepen health inequities based on factors such as age, education, socio-economic status, and geographic location; Evaluate the role of digital health interventions in addressing health system deficiencies, particularly in underserved or remote areas, and understand the challenges related to infrastructure and accessibility; Monitor and evaluate the utilization and impact of digital health technologies across different social groups to ensure that the benefits of digital health are equitably distributed; Develop communication interventions that leverage digital technologies to improve health equity, ensuring that these innovations do not reinforce existing social and health inequities

**COMM 463 Intermediate Advertising Design (3 Credit Hours)**

Builds on the creative skills and understanding acquired in the introductory advertising creative courses to enhance students' conceptual abilities. Utilizing Adobe InDesign and Photoshop, students learn to design for various advertising formats including digital, print and for client presentations. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll.

*Course equivalencies:* COMM 330/COMM 463

*Outcomes:*

The best work is finished on computers and reviewed by advertising professionals at the end of the semester

**COMM 464 Mobile Advertising (3 Credit Hours)**

Mobile is one of the most valued investments for advertisers. This course covers the latest practices and trends of mobile advertising which includes 1) branded mobile application design and development; 2) advanced mobile experiences with AR/VR experiments; and 3) various practices, tactics, and ethical concerns for native mobile advertising experiences. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll.

*Course equivalencies:* COMM 334/COMM 464

*Outcomes:*

Knowledge of relevant human-computer interaction theories and branded mobile design/development; Ability to use digital tools to create mobile advertising campaigns; Understanding of importance and implications of ethics in mobile advertising

**COMM 465 Advertising & Public Relations Research Methods (3 Credit Hours)**

*Pre-requisites:* Restricted to MS in Digital Advertising Students

This course empowers students with the essential skills to conduct and evaluate business research, a critical component of informed decision-making in today's dynamic market environment. Students will master a diverse array of research methodologies and techniques, learning to design and execute professional-grade projects, analyze complex market dynamics, and utilize both qualitative and quantitative methods. By the course's conclusion, participants will be adept at conducting rigorous, actionable research tailored to specific business objectives, as well as critically assessing the validity and applicability of existing studies. Through hands-on projects and interactive learning experiences, students will develop the analytical prowess to transform raw data into strategic assets, cultivating a research mindset that is indispensable for driving business growth, innovation, and evidence-based decision-making in the modern, data-driven business world.

*Outcomes:*

Understand market research basics and importance; Develop research objectives and questions; Distinguish research types: exploratory, descriptive, causal; Create research plans/proposals; Conduct secondary research effectively; Perform qualitative primary research (focus groups, observation, mystery shopping); Develop effective surveys; Apply proper sampling techniques; Implement various survey distribution methods; Organize data and perform statistical analysis; Communicate research results through appropriate reporting tools; Create comprehensive primary research reports

**COMM 466 Advanced Quantitative Research Methods (3 Credit Hours)**

*Pre-requisites:* Restricted to MS in Digital Advertising Students

This course is students to get familiar with sophisticated statistical techniques and data analysis procedures in conducting academic research in the field of advertising. The course will cover topics such as experimental design, survey design, regression analysis, moderation analysis, mediation analysis, structural equation modeling, and longitudinal data analysis. Hands-on sessions using statistical software (e.g., SPSS) will be integral, allowing students to gain practical experience with real datasets. The course will culminate in a final project where students will apply learned methods to a research question of their choice, fostering skills in research design, data analysis, and scholarly communication.

*Outcomes:*

Understand and apply advanced statistical methods in research; Proficiently use statistical software for data analysis; Design and execute quantitative research studies; Interpret and critically evaluate quantitative research findings; Communicate research findings effectively through written and oral presentations; Develop a research project proposal using advanced quantitative methods

**COMM 467 Advanced Digital Analytics (3 Credit Hours)**

*Pre-requisites:* Restricted to MS in Digital Advertising Students

This is an intense course designed for students who have a foundational understanding of digital data analysis and are looking to deepen their expertise. This course will explore the advanced techniques and tools used in the analysis of digital data, with a strong emphasis on SQL and its applications in digital analytics. The course integrates theoretical knowledge with practical skills, offering hands-on sessions where students will work with real data sets. Students will learn to extract, transform, and analyze data from various digital sources to make informed business decisions. The course culminates in a capstone project where students apply their skills to solve a real-world digital analytics problem.

*Outcomes:*

Demonstrate advanced understanding of digital data sources and structures; Proficiently use SQL for complex data queries and analysis; Apply statistical methods to analyze and interpret digital data; Integrate data from multiple sources for comprehensive analytics; Develop and execute a digital analytics project from conception to completion; Effectively communicate analytical findings to both technical and non-technical audiences

**COMM 468 Consumer Psychology (3 Credit Hours)**

This is a course designed for students who wants to explore the psychological principles and theories underlying consumer behavior, offering insights into how consumers think, feel, and make decisions. In a format of seminar discussion, students will be exposed to a blend of theoretical exploration and practical applications. They will also examine various aspects of consumer psychology to analyze real-world examples, and concludes with a project where students apply their understanding to a consumer behavior problem or opportunity.

*Outcomes:*

Understand key psychological theories relevant to consumer behavior; Analyze how consumer perception, motivation, and decision-making processes influence buying behavior; Apply consumer psychology principles to marketing and business strategies; Evaluate the impact of social and cultural factors on consumer behavior; Conduct research and analyze data to inform consumer psychology insights; Develop and present a comprehensive project that applies consumer psychology concepts to a real-world problem

**COMM 469 Human-Computer Interaction in Persuasion (3 Credit Hours)**

This is a course designed for students who wants to explore the vital role of human-computer interaction (HCI) in creating effective and engaging digital communication strategies. Students will learn to apply principles of design thinking, user interface (UI) and user experience (UX) system design, and human-centered design to advertising contexts. The course will also delve into the ethics of HCI in advertising and public relations, including considerations around user data and privacy. A unique aspect of the course is the focus on virtual agent design, examining how AI, in the forms of chatbots and bots can enhance advertising efforts and consumer experience.

*Outcomes:*

Understand the principles of HCI and their application in persuasion; Apply design thinking to create innovative solutions; Design effective UI and UX systems for digital communication campaigns; Implement human-centered design approaches in digital strategies; Recognize and address ethical considerations in HCI for diverse audiences; Develop skills in virtual agent design for persuasion purpose; Create and evaluate a comprehensive project that integrates HCI, UI/UX, and ethical considerations

**COMM 470 Special Topics in Advertising & Public Relations (3 Credit Hours)**

These are advanced courses in specialized AD/PR areas. Titles and content vary and prerequisites are established according to course content. May be repeated with different topics for a total of 9 credit hours, but only 6 may count toward the major. Restricted to students in the ADPR-BASD and GSCM-MS programs.

*Course equivalencies:* COMM 370/COMM 470

**COMM 473 Digital Storytelling Abroad (3 Credit Hours)**

Participants will learn and execute multimedia storytelling in an international setting. This course will help students enhance their video, writing, interviewing, photography and editing skills within another country and cultural context. Restricted to students in the DMST-MC program.

*Course equivalencies:* COMM 373/COMM 473

**COMM 479 Digital Sustainability (3 Credit Hours)**

*Pre-requisites:* DMST and SES grad students can enroll

Digital Sustainability explores the environmental impact of digital media. Mining precious metals to manufacture devices, burning fossil fuels to run data centers, global black market trading of e-waste are points where the digital world meets the physical world. Students will explore digital sustainability problems, and work toward creative solutions.

*Course equivalencies:* COMM 379 / COMM 479

*Outcomes:*

Learn about environmental issues stemming from digital media infrastructure; Critically evaluate different disciplinary perspectives to gain a broader understanding; Develop ethical reasoning regarding environmental impact resulting from digital media ecology

**COMM 480 Project I (3 Credit Hours)**

This first phase of the MS Advertising final project focuses on idea generation, research, and strategic planning. Students will choose between a data-driven research project or a production-focused advertising project, working closely with a supervisor to develop a comprehensive project proposal. For research-oriented projects, students will conduct a thorough literature review, identify research gaps, and formulate hypotheses or research questions. Those pursuing production projects will analyze market trends, extract consumer insights, and create a detailed creative brief for a real-world client. Both tracks emphasize critical thinking, strategic planning, and the development of a solid foundation for project execution. Through weekly meetings with supervisors and structured modules, students will refine their project concepts, ensuring they are well-prepared for the execution phase.

*Outcomes:*

Conduct comprehensive background research, including literature reviews or market analysis, to inform project direction; Formulate clear research questions, hypotheses, or creative briefs that guide the project's development; Develop a thorough project proposal, including objectives, methodologies, and expected outcomes; Demonstrate critical thinking in identifying research gaps or market opportunities; Apply ethical considerations in research design or advertising strategy development; Articulate complex ideas clearly in both written proposals and oral presentations

**COMM 481 Project II (3 Credit Hours)**

Building on the foundation laid in Phase 1, this course guides students through the execution, analysis, and presentation of their capstone projects. Students pursuing data-driven research will collect and analyze data, interpret findings, and prepare a comprehensive research paper. Those engaged in production projects will create tangible advertising materials based on their creative briefs, such as integrated campaigns, digital content, or other innovative advertising solutions. Both tracks emphasize practical application of skills, problem-solving, and the ability to adapt to challenges that arise during project execution. The course maintains a focus on weekly supervision meetings and structured modules to support students through data analysis or creative production, culminating in a final presentation of their completed projects. This phase prepares students to deliver high-quality, professional-grade work that demonstrates their readiness for advanced roles in the advertising industry or further academic pursuit.

*Outcomes:*

Execute the designed research methodology or creative strategy effectively; Analyze and interpret data or consumer insights to drive decision-making in research findings or creative execution; Create professional-quality deliverables, such as research papers or advertising materials, that meet industry or academic standards; Utilize technical skills relevant to their chosen project type, such as statistical analysis software or creative design tools; Manage a long-term project effectively, adhering to timelines and adapting to challenges as they arise; Demonstrate problem-solving skills in addressing unexpected challenges during project execution

**COMM 491 Advertising/Public Relations Internship (3 Credit Hours)**

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills. Restricted to students in the ADPR-BASD and GSCM-MS programs. Students must attend an internship orientation and submit application packet to instructor. If approved, student is enrolled in course.

*Course equivalencies:* CMUN396/COM391/392/393/491/492

**COMM 492 Multimedia Journalism Internship (3 Credit Hours)**

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills. Restricted to students in the DMST-MC program.

*Course equivalencies:* CMUN396/COM391/392/393/491/492

*Outcomes:*

Students gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences

**COMM 494 Film & Digital Media Internship (3 Credit Hours)**

Complete an internship providing an opportunity to use their visual and technical and/ or skills in a professional setting. Restricted to students in the DMST-MC program.

*Course equivalencies:* COMM 394/COMM 494

*Outcomes:*

Students work with others to develop and complete projects on a predetermined schedule; they get the opportunity to learn from professionals in the field; they find out how well they are doing as judged by the world outside the classroom

**COMM 498 Directed Study for Graduate Students (1-3 Credit Hours)**

Students may sign up for a one to three credit hour course to work independently in the student's area of interest with a supervising faculty member whose expertise is in that area. Projects may include, but are not limited to: a reading course, where the student contracts to read and create an annotated bibliography of research materials, a writing course, where a student has developed a strong paper for a course and wants to refine it for possible conference presentation and/or publication. Restricted to students in the DMST-MC, ADPR-BASD, and GSCM-MS programs.

**COMM 700 Certificate: Digital Media Ethics (0 Credit Hours)**

Loyola's Center for Digital Ethics and Policy certificate course explores codes of ethics and ethical decision making, legal limits of online speech, strategies to spot and deal with fake content, intellectual property and user generated content, understanding privacy concerns, ethical issues with big data, the ethics of deception online, among other topics.

*Outcomes:*

Participants will be able to understand ethical issues that are most likely to come up in their particular professional contexts and be able to take this knowledge back to their organization to help guide policy and procedure

**COMM 701 Organizational Leadership and Change Management (0 Credit Hours)**

Loyola's School of Communication offers a new certificate course custom-tailored for managers who want to accelerate the pace of successful change in their organizations. This course combines online learning with a focused 3-day program at Loyola, plus personalized coaching afterward. Participants will be able to shape their learning around their organization's needs.

*Outcomes:*

This course will help managers who want to accelerate the pace of successful change in their organizations, leading change on the front lines and managers whose supervisors have identified them as emerging leaders