ADVERTISING CREATIVE/ ENVIRONMENTAL SCIENCE AND SUSTAINABILITY (BA/ MS)

Loyola's School of Communication, in partnership with the School of Environmental Sustainability, offers a program that enables students to earn an undergraduate and graduate degree in environmental communication in five years.

The Accelerated Bachelor's to Master's program allows SOC students to earn their undergraduate degree in their declared major, plus a master's degree in Environmental Science and Sustainability.

Similarly, SES students can earn their undergraduate degree in their declared major, while also earning a master's degree from the SOC in either the Digital Media and Storytelling or Global Strategic Communication graduate programs.

The two schools developed the Accelerated Bachelor's to Master's program to train environmental scientists to be better communicators, and communication professionals to better understand environmental science.

These 4+1 programs are uniquely applied and strongly interdisciplinary. They integrate basic science concepts, communication theory and practice, and socio-cultural dimensions to cultivate the interdisciplinary problem-solving and communication skills necessary for developing sustainable solutions. The goals of these programs are to:

- Educate students across the sciences, social sciences and humanities, providing knowledge and interdisciplinary perspectives needed to effectively address complex environmental problems through grounding in solid scientific understanding of ecosystem operation.
- Develop skills in environmental and sustainability sciences including GIS, sustainability tracking, and environmental communications as well as important professional skills, such as interdisciplinary thinking, systems thinking, research design, data collection, data analysis, research ethics, technical writing, and communication.
- Improve communication skills by teaching students how to tell stories through enhanced speaking and presentation methods, better writing, video production, recording podcasts, developing blogs and social media.
- Prepare students for advancement in careers in the public and private sectors, including in government agencies, consulting firms, media organizations, businesses, and not-for-profit organizations.

For more information, email: LoyolaSOC@luc.edu

Related Programs

Major

- Advertising Creative (BA) (https://catalog.luc.edu/undergraduate/ communication/advertising-creative/advertising-creative-ba/)

Minor

- Advertising Minor (https://catalog.luc.edu/undergraduate/ communication/advertising-creative/advertising-minor/)

Combined

- Advertising Creative/International Affairs (BA/MA) (https:// catalog.luc.edu/undergraduate/accelerated-bachelors-masters- program/advertising-creative-international-affairs-bama/)

Curriculum

Code	Title	Hours
BA Requirements		
SOC Foundation Courses		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
Required BA Courses		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
Research Course		*3*
Select one of the following:		
COMM 363	Research Methods in Advertising/Public Relations	
ISSCM 241	Business Statistics	
STAT 103	Fundamentals of Statistics	
Required Specialized Focus		
COMM 214	Introduction to Creative Concepts	3
COMM 266	Advertising Copywriting	3
COMM 290	Branding and Positioning	3
COMM 329	Advertising and Public Relations Design	3
or COMM 330	Intermediate Advertising Design	
COMM 344	Portfolio I	3
Internship & Capstone [1]		
COMM 389	Advertising Creative Capstone: Portfolio II	3
COMM 391	Advertising/Public Relations Internship	3
Electives [2]		
COMM 406	Environmental Advocacy	3
COMM 479	Digital Sustainability	3
MS Requirements		
Required MS Courses [2]		*6*
ENVS 401	Sustainable Systems - Natural Science Perspectives	
ENVS 402	Sustainable Systems - Social Science Perspectives	
Choose One of Four Concentrations: [3]		*9-12*
Environmental Law & Policy		
ENVS 410	Introduction to Environmental Law & Policy	
ENVS 411	Natural Resources and Land Use Law & Policy	
ENVS 412	Water Law & Policy	
ENVS 413	Energy Law & Policy	
Geographic Information Systems		
ENVS 480	Introduction to Geographic Information Systems	

ENVS 481	Advanced GIS Applications	
ENVS 482	Remote Sensing	
Sustainable Assessment and Planning		
ENVS 451	Introduction to Sustainability Concepts & Impacts	
ENVS 452	Sustainability Assessment & Reporting I	
ENVS 453	Sustainability Assessment & Reporting II	
ENVS 454	Sustainability Plan Development & Reporting	
Sustainable Business		
ENVS 433	Introduction to the Circular Economy	
ENVS 435	Ecological Economics	
ENVS 436	Design for Circular & Sustainable Business	
ENVS 463	Sustainable Business Management	
Natural Science and Quantitative Sustainable Society and Business Electives (p. 2) [4]		6-9
Students will take at least two courses from the list of electives		
Total Hours		**76**

[1] A student must be junior or senior standing with a minimum of 18 major credit hours completed before an internship.
[2] Courses to be taken as an undergrad in student's Senior year.
[3] Begin MS program full-time at the start with the concentration work.
[4] Students choosing the Geographical Information Systems track must take an additional elective course to meet a total of 24 credit hours for the MS.

MS Natural Science and Quantitative & Sustainable Society and Business Electives

Code	Title	Hours
BIOL 470	Biostats & Exp Design Lec/Lab	4
ENVS 420	Conservation Biology	3
ENVS 422	Invasive Species	3
ENVS 425	Sustainable Agriculture	3
ENVS 426	Agroecosystems	3
ENVS 427	Food Systems Analysis	3
ENVS 430	Restoration Ecology	3
ENVS 438	Climate Change and Human Health	3
ENVS 469	Field Ornithology	3
ENVS 484	Conservation Economics	3
ENVS 487	Principles of Ecotoxicology	3
ENVS 488		3
ENVS 489	Ecological Risk Assessment	3
MPBH 401	Environmental Health	3
MPBH 403	Introduction to Epidemiology	3
MPBH 404	Biostatistics for Health and Biological Science	3
MPBH 409	Biostatistics I	3
MPBH 412	Intro to Statistical Computing for Public Health	2
MPBH 421	Biostatistics II	3
MPP 401	Analytical Tools in Public Policy	3
MPP 402	Cost Benefit Analysis	3
MPP 403	Public Budget and Finance	3
MPP 405	Statistical Methods & Analysis for Public Policy I	3
MPP 406	Statistical Methods & Analysis Public Policy II	3
SOCL 414	Statistical Methods Analysis I	3
SOCL 415	Statistical Methods of Analysis II	3
STAT 403	SAS Program & Applied Statistics	3
STAT 407	Statistical Design	3
STAT 408	Applied Regression Analysis	3
STAT 410	Categorical Data Analysis	3
STAT 411	Applied Survival Analysis	3

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

With MS Law & Policy Track

Course	Title	Hours
First Year		
Fall		
COMM 175	Introduction to Communication	3
	Hours	**3**
Spring		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
	Hours	**6**
Second Year		
Fall		
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
	Hours	**6**
Spring		
COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts	3
MARK 201	Principles of Marketing	3
	Hours	**9**
Third Year		
Fall		
COMM 100	SOC Career Prep Seminar	1
COMM 266	Advertising Copywriting	3
COMM 290	Branding and Positioning	3
	Hours	**7**
Spring		
COMM 329 or COMM 330	Advertising and Public Relations Design or Intermediate Advertising Design	3
COMM 391	Advertising/Public Relations Internship	3
Research Course		3
	Hours	**9**
Fourth Year		
Fall		
COMM 344	Portfolio I	3
COMM 406 or COMM 479	Environmental Advocacy or Digital Sustainability	3
ENVS 402	Sustainable Systems - Social Science Perspectives	3
	Hours	**9**

Spring

COMM 389	Advertising Creative Capstone: Portfolio II	3

COMM 406
  or COMM 479
	Environmental Advocacy
	  or Digital Sustainability
		3

ENVS 401	Sustainable Systems - Natural Science Perspectives	3
	Hours	**9**

Fifth Year

Fall

ENVS 410	Introduction to Environmental Law & Policy	3
ENVS 411	Natural Resources and Land Use Law & Policy	3
MS Major Elective		3
	Hours	**9**

Spring

ENVS 412	Water Law & Policy	3
ENVS 413	Energy Law & Policy	3
MS Major Elective		3
	Hours	**9**
	Total Hours	**76**

With MS Geographic Information Systems Track

Course	Title	Hours

First Year

Fall

COMM 175	Introduction to Communication	3
	Hours	**3**

Spring

COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
	Hours	**6**

Second Year

Fall

COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
	Hours	**6**

Spring

COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts	3
MARK 201	Principles of Marketing	3
	Hours	**9**

Third Year

Fall

COMM 100	SOC Career Prep Seminar	1
COMM 266	Advertising Copywriting	3
COMM 290	Branding and Positioning	3
	Hours	**7**

Spring

COMM 329
  or COMM 330
	Advertising and Public Relations Design
	  or Intermediate Advertising Design
		3

COMM 391	Advertising/Public Relations Internship	3
Research Course		3
	Hours	**9**

Fourth Year

Fall

COMM 344	Portfolio I	3

COMM 406
  or COMM 479
	Environmental Advocacy
	  or Digital Sustainability
		3

ENVS 402	Sustainable Systems - Social Science Perspectives	3
	Hours	**9**

Spring

COMM 389	Advertising Creative Capstone: Portfolio II	3

COMM 406
  or COMM 479
	Environmental Advocacy
	  or Digital Sustainability
		3

ENVS 401	Sustainable Systems - Natural Science Perspectives	3
	Hours	**9**

Fifth Year

Fall

ENVS 480	Introduction to Geographic Information Systems	3
ENVS 481	Advanced GIS Applications	3
MS Major Elective		3
	Hours	**9**

Spring

ENVS 482	Remote Sensing	3
MS Major Elective		3
MS Major Elective		3
	Hours	**9**
	Total Hours	**76**

With MS Sustainability Assessment & Planning

Course	Title	Hours

First Year

Fall

COMM 175	Introduction to Communication	3
	Hours	**3**

Spring

COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
	Hours	**6**

Second Year

Fall

COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
	Hours	**6**

Spring

COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts	3
MARK 201	Principles of Marketing	3
	Hours	**9**

Third Year

Fall

COMM 100	SOC Career Prep Seminar	1
COMM 266	Advertising Copywriting	3

Course	Title	Hours
COMM 290	Branding and Positioning	3
	Hours	**7**
Spring		
COMM 329 or COMM 330	Advertising and Public Relations Design or Intermediate Advertising Design	3
COMM 391	Advertising/Public Relations Internship	3
Research Course		3
	Hours	**9**
Fourth Year		
Fall		
COMM 344	Portfolio I	3
COMM 406 or COMM 479	Environmental Advocacy or Digital Sustainability	3
ENVS 402	Sustainable Systems - Social Science Perspectives	3
	Hours	**9**
Spring		
COMM 389	Advertising Creative Capstone: Portfolio II	3
COMM 406 or COMM 479	Environmental Advocacy or Digital Sustainability	3
ENVS 401	Sustainable Systems - Natural Science Perspectives	3
	Hours	**9**
Fifth Year		
Fall		
ENVS 451	Introduction to Sustainability Concepts & Impacts	3
ENVS 452	Sustainability Assessment & Reporting I	3
MS Major Elective		3
	Hours	**9**
Spring		
ENVS 453	Sustainability Assessment & Reporting II	3
ENVS 454	Sustainability Plan Development & Reporting	3
MS Major Elective		3
	Hours	**9**
	Total Hours	**76**

With MS Sustainable Business Track

Course	Title	Hours
First Year		
Fall		
COMM 175	Introduction to Communication	3
	Hours	**3**
Spring		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
	Hours	**6**
Second Year		
Fall		
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
	Hours	**6**
Spring		
COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts	3
MARK 201	Principles of Marketing	3
	Hours	**9**
Third Year		
Fall		
COMM 100	SOC Career Prep Seminar	1
COMM 266	Advertising Copywriting	3
COMM 290	Branding and Positioning	3
	Hours	**7**
Spring		
COMM 329 or COMM 330	Advertising and Public Relations Design or Intermediate Advertising Design	3
COMM 391	Advertising/Public Relations Internship	3
Research Course		3
	Hours	**9**
Fourth Year		
Fall		
COMM 344	Portfolio I	3
COMM 406 or COMM 479	Environmental Advocacy or Digital Sustainability	3
ENVS 402	Sustainable Systems - Social Science Perspectives	3
	Hours	**9**
Spring		
COMM 389	Advertising Creative Capstone: Portfolio II	3
COMM 406 or COMM 479	Environmental Advocacy or Digital Sustainability	3
ENVS 401	Sustainable Systems - Natural Science Perspectives	3
	Hours	**9**
Fifth Year		
Fall		
ENVS 433	Introduction to the Circular Economy	3
ENVS 435	Ecological Economics	3
MS Major Elective		3
	Hours	**9**
Spring		
ENVS 436	Design for Circular & Sustainable Business	3
ENVS 463	Sustainable Business Management	3
MS Major Elective		3
	Hours	**9**
	Total Hours	**76**

Guidelines for Accelerated Bachelor's/Master's Programs

Terms
- Accelerated Bachelor's/Master's programs: In this type of program, students share limited credits between their undergraduate and graduate degrees to facilitate completion of both degrees.

- <u>Shared credits:</u> Graduate level credit hours taken during the undergraduate program and then applied towards graduate program requirements will be referred to as shared credits.

Admission Requirements

Accelerated Bachelor's/Master's programs are designed to enhance opportunities for advanced training for Loyola's undergraduates. Admission to these programs must be competitive and will depend upon a positive review of credentials by the program's admissions committee. Accordingly, the admission requirements for these programs may be higher than those required if the master's degree were pursued entirely after the receipt of a bachelor's degree. That is, programs may choose to have more stringent admissions requirements in addition to those minimal requirements below.

Requirements:

- Declared appropriate undergraduate major,
- By the time students begin taking graduate courses as an undergraduate, the student has completed approximately 90 credit hours, or the credit hours required in a program that is accredited by a specialty organization,[1]
- A minimum cumulative GPA for coursework at Loyola that is at or above the program-specific requirements, a minimum major GPA that is at or above the program-specific requirements, and/or appropriate designated coursework for evaluation of student readiness in their discipline.[2]

Students not eligible for the Accelerated Bachelor's/Master's program (e.g., students who have not declared the appropriate undergraduate major) may apply to the master's program through the regular admissions process. Students enrolled in an Accelerated Bachelor's/Master's program who choose not to continue to the master's degree program upon completion of the bachelor's degree will face no consequences.[3]

Ideally, a student will apply for admission (or confirm interest in proceeding towards the graduate degree in opt-out programs) as they approach 90 credit hours. Programs are encouraged to begin advising students early in their major so that they are aware of the program and, if interested, can complete their bachelor's degree requirements in a way that facilitates completion of the program. Once admitted as an undergraduate, Program Directors should ensure that students are enrolled using the plan code associated with the Accelerated Bachelor's/Master's program. Using the plan code associated with the Accelerated Bachelor's/Master's program will ensure that students may be easily identified as they move through the program. Students will not officially matriculate into the master's degree program and be labeled as a graduate student by the university, with accompanying changes to tuition and Financial Aid (see below), until the undergraduate degree has been awarded. Once admitted to the graduate program, students must meet the academic standing requirements of their graduate program as they complete the program curriculum.

[1] Programs that have specialized accreditation will adhere to the admissions criteria provided by, or approved by, their specialized accreditors.

[2] The program will identify appropriate indicators of student readiness for graduate coursework (e.g., high-level performance in 300 level courses). Recognizing differences between how majors are designed, we do not specify a blanket requirement.

[3] If students choose not to enroll in the Accelerated Bachelor's/Master's program, they still must complete all of the standard requirements associated with the undergraduate degree (e.g., a capstone).

For more information on Admissions requirements, visit here (https://gpem.luc.edu/portal/admission/?tab=home).

Curriculum

Level and progression of courses. The Accelerated Bachelor's/Master's programs are designed to be competitive and attractive to our most capable students. Students admitted to Accelerated Bachelor's/Master's programs should be capable of meeting graduate level learning outcomes. Following guidance from the Higher Learning Commission, only courses taken at the 400 level or higher (including 300/400 level courses taken at the 400 level) will count toward the graduate program.[1,2] Up to 50% of the total graduate level credit hours, required in the graduate program, may come from 300/400 level courses where the student is enrolled in the 400 level of the course. Further, at least 50% of the credit hours for the graduate program must come from courses that are designed for and restricted to graduate students who have been admitted to a graduate program at Loyola (e.g., enrolled in plan code that indicates the Accelerated Bachelor's/Master's program, typically ending with the letter "D").[3]

In general, graduate level coursework should not be taken prior to admission into the Accelerated Bachelor's/Master's program. Exceptions may be granted for professional programs where curriculum for the Accelerated Bachelor's/Master's program is designed to begin earlier. On the recommendation of the program's Graduate Director, students may take one of their graduate level courses before they are admitted to the Accelerated Bachelors/Master's program if they have advanced abilities in their discipline and course offerings warrant such an exception.[4] Undergraduate degree requirements outside of the major are in no way impacted by admission to an Accelerated Bachelor's/Master's program.[5]

Shared credits. Undergraduate courses (i.e., courses offered at the 300 level or below) cannot be counted as shared credits nor count towards the master's degree. Up to 50% of the total graduate level credit hours, required in the graduate program, may be counted in meeting both the undergraduate and graduate degree requirements. Of those shared credits, students in an Accelerated Bachelor's/Master's program should begin their graduate program with the standard introductory course(s) for the program whenever possible. So that students may progress through the Accelerated Bachelor's/Master's program in a timely manner, undergraduate programs are encouraged to design their curriculum such that a student can complete some required graduate credit hours while completing the undergraduate degree. For instance, some of the graduate curriculum should also satisfy electives for the undergraduate major.

The program's Graduate Director will designate credit hours to be shared through the advising form and master's degree conferral review process. Shared credit hours will not be marked on the undergraduate record as having a special status in the undergraduate program. They will be included in the student's undergraduate earned hours and GPA. Graduate credit hours taken during the undergraduate program will not be included in the graduate GPA calculation.

[1] If students wish to transfer credits from another university to Loyola University Chicago, the program's Graduate director will review the relevant syllabus(es) to determine whether it meets the criteria for a 400 level course or higher.

[2] Programs with specialized accreditation requirements that allow programs to offer graduate curriculum to undergraduate students will conform to those specialized accreditation requirements.

[3] In rare cases, the Graduate Director may authorize enrollment in a 400-level course for a highly qualified and highly motivated undergraduate, ensuring that the undergraduate's exceptional participation in the graduate class will not diminish in any way the experience of the graduate students regularly enrolled.

[4] For example, if a particular course is only offered once every 2-3 years, and a student has demonstrated the necessary ability to be successful, the Graduate Director may allow a student to take a graduate level course to be shared prior to the student being formally admitted to the graduate program. See, also, footnote 3.

[5] Students should not, for example, attempt to negotiate themselves out of a writing intensive requirement on the basis of admission to a graduate program.

Graduation

Degrees are awarded sequentially. All details of undergraduate commencement are handled in the ordinary way as for all students in the School/College/Institute. Once in the graduate program, students abide by the graduation deadlines set forth by the graduate program. Students in these programs must be continuously enrolled from undergraduate to graduate degree program unless given explicit permission by their program for a gap year or approved leave of absence. In offering the option of an Accelerated Bachelor's/Master's program, the university is making possible the acceleration of a student's graduate degree completion. It should be understood that students may not request deferral of their matriculation into the Master's degree program. If students would like to delay their graduate studies after earning the undergraduate degree, they may apply for admission to the traditional master's degree program. Any application of graduate credit earned while in the undergraduate program is subject to the policies of the graduate degree granting school.

Learning Outcomes

- Gain knowledge for how creative strategies bring insights into focus to meet challenges and solve problems.
- Understand the creative process employed for developing big ideas that can be used across multiple and changing communication platforms.
- Demonstrate skills for writing copy and designing messages in traditional and digital media.
- Apply ethical and inclusive decision making throughout the creation of communications.
- Develop a professional portfolio of creative material.
- Articulate the foundational principles of natural and social sciences and humanities essential to solving environmental problems.
- Critically evaluate the accuracy and credibility of information relating to environmental topics.
- Employ knowledge and skills to design and implement solutions that contribute to a just and sustainable world.
- Exemplify the values of environmental and social justice through actions to care for our common home and one another.

SES Shared Learning Outcomes

All SES majors share the following Program Learning Objectives, in addition to their unique major-specific Program Learning Objectives:

1. Articulate the foundational principles of natural and social sciences and humanities essential to solving environmental problems.

2. Critically evaluate the accuracy and credibility of information relating to environmental topics.

3. Employ knowledge and skills to design and implement solutions that contribute to a just and sustainable world.

4. Exemplify the values of environmental and social justice through actions to care for our common home and one another.