

ADVERTISING & PUBLIC RELATIONS/GLOBAL STRATEGIC COMMUNICATION (BA/MS)

The School of Communication's five-year BA/MS program is for students who are focused on a communication career on the global stage. The program combines two degrees, the BA in Advertising and Public Relations (Ad/PR) and the MS in Global Strategic Communication (GSC).

This is a professionally focused, interdisciplinary, non-thesis program. Students will gain an understanding of strategic communication processes, learning about public relations, advertising and digital marketing. They will learn how to navigate the globalized world by creating strategic campaigns and culturally relevant messages to engage a diverse range of stakeholders. A study abroad class in global media centers provides applied learning.

Related Programs

Major

- Advertising Public Relations (BA) (<https://catalog.luc.edu/undergraduate/communication/advertising-public-relations/public-relations-ba/>)

Combined

- Advertising Public Relations/Environmental Science and Sustainability (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-environmental-science-sustainability-ba-ms/>)
- Advertising Public Relations/International Affairs (BA/MA) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-international-affairs-bama/>)

Curriculum

To be eligible to complete the BA/MS Program, students must have and maintain a minimum cumulative 3.0 GPA.

Code	Title	Hours
School of Communication 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 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		
Select one of the following:		3
COMM 363	Research Methods in Advertising/Public Relations	
ISSCM 241	Business Statistics	
STAT 103	Fundamentals of Statistics	

Specialized Focus		
Select one of the following focus areas:		9
Advertising Focus		
COMM 214	Introduction to Creative Concepts ¹	
COMM 317	Media Planning	
Select one of the following:		
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	
Public Relations Focus		
COMM 314	Public Relations Cases	
COMM 318	Public Relations Writing ¹	
Select one of the following:		
COMM 313	Corporate and Organizational Communication	
COMM 320	Public Service Communication ²	
COMM 375	Media Relations	
Integrated Focus		
Select one of the following Advertising courses		
COMM 317	Media Planning	
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	
Select one of the following Public Relations courses		
COMM 313	Corporate and Organizational Communication	
COMM 314	Public Relations Cases	
COMM 320	Public Service Communication ²	
COMM 375	Media Relations	
Select one of the following Writing Intensives courses		
COMM 214	Introduction to Creative Concepts ¹	
COMM 318	Public Relations Writing ¹	
Internship & 300-level elective		
COMM 391	Advertising/Public Relations Internship ^{2,4}	3
ADPR/GSC 300-Level Course from Major Electives (p. 2)		3
Graduate Courses Taken as Undergraduate		
COMM 401	Foundations of Global Strategic Communication	3
COMM 403	Strategic Communication Research Methods	3
COMM 411	Strategic Communication Ethics and Law	3
COMM 413	Writing for Strategic Communication	3
Choose one (1) GSC 400-Level Course from Major Electives (p. 2)		3
Choose two (2) GSC 400-level Courses from Major Electives (p. 2)		6
Courses Taken During Graduate Year		
COMM 402	Organizational Leadership and Change Management	3
COMM 421	Topics in Global Strategic Communication	3
COMM 431	Campaign for Social Impact	3
COMM 441	Global Strategic Communication Capstone	3
Choose two (2) GSC 400-level Courses from Major Electives (p. 2)		6
Total Hours		79

¹ Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wisectons>).

² Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

³ May be repeated if topic differs.

⁴ May be repeated once for MS elective.

List of Approved Electives

Code	Title	Hours
COMM 311 / COMM 461	Health Communication	3
COMM 312	Special Events Planning	3
COMM 317 / COMM 417	Media Planning	3
COMM 329 / COMM 429	Advertising and Public Relations Design	3
COMM 330 / COMM 463	Intermediate Advertising Design	3
COMM 331 / COMM 444	Social Media Advertising	3
COMM 334 / COMM 464	Mobile Advertising	3
COMM 337 / COMM 437	AD/PR Multimedia Commercial Production ²	3
COMM 370 / COMM 470	Special Topics in Advertising & Public Relations ^{3,4}	3
COMM 391 / COMM 491	Advertising/Public Relations Internship ^{2,4}	3
COMM 416	^{3,4}	3
COMM 421	Topics in Global Strategic Communication ³	3
COMM 422	Global and Multicultural Audiences and Stakeholders	3
COMM 425	Digital Marketing and Analytics	3
COMM 430	2D Design for Print and the Web	3
COMM 432	Public Interest Communication	3
COMM 433	Corporate Communication	3
COMM 436	Social Media Crisis Communication	3
COMM 498	Directed Study for Graduate Students	1-3

¹ Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wisesections>).

² Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

³ May be repeated if topic differs.

⁴ May be repeated once for MS elective.

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.

Course	Title	Hours
Year One		
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
Year Two		
Fall		
COMM 200	Digital Communication and Society	3
Hours		3
Spring		
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
Hours		6
Year Three		
Fall		
COMM 100	SOC Career Prep Seminar	1
Major Track Course		3
Major Track Course		3
COMM 300/400-Level Elective		3
Hours		10
Spring		
Major Track Course		3
Research Course		3
Hours		6
Year Four		
Fall		
COMM 391	Advertising/Public Relations Internship	3
COMM 401	Foundations of Global Strategic Communication	3
COMM 413	Writing for Strategic Communication	3
Hours		9
Spring		
COMM 215	Ethics & Communication	3
COMM 403	Strategic Communication Research Methods	3
COMM 411	Strategic Communication Ethics and Law	3
COMM 300/400 Level Elective		3
Hours		12
Year Five		
Fall		
COMM 402	Organizational Leadership and Change Management	3
COMM 431	Campaign for Social Impact	3
COMM 400-Level Elective		3
Hours		9
Spring		
COMM 421	Topics in Global Strategic Communication ¹	3
COMM 441	Global Strategic Communication Capstone	3
COMM 400-Level Elective		3
Hours		9
Total Hours		73

¹ Could also be taken in Summer; can be repeated as elective credit in a different location.

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.
- **Shared credits:** 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.

- Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community.
- Demonstrate the competencies to work as an entry-level professional in advertising or public relations.

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

- Create and implement strategic communication campaigns that combine advertising, public relations and integrated marketing communication, and are responsive to community needs and organizational goals in local and global contexts.
- Write copy and design messages to reach diverse publics and for distribution through multiple channels, including both traditional and digital media.
- Understand the implications and applications of integrated strategies for digital media in marketing, advertising and public relations practices.
- Apply appropriate research methods to plan, monitor and evaluate public relations, advertising and other communication campaigns and activities.