

# ADVERTISING & PUBLIC RELATIONS/MARKETING (BA/MSM)

The Advertising & Public Relations Bachelor of Arts/Master of Science in Marketing is an accelerated program which allows Loyola students to earn the two respective degrees in a slightly shorter period of time than by completing each separately.

## Related Programs

### Major

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

### Combined

- Advertising Public Relations/Global Strategic Communication (BA/MS) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-global-strategic-communication-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

Students in the BA program must choose and declare a focus in Advertising, Public Relations, or Integrated, which determines the specific three courses they will take as part of their chosen focus.

Students generally take two MSM courses during their senior year of undergraduate work. The MSM requires 12 courses and prerequisite ISSCM 402N.

Code	Title	Hours
<b>BA Requirements</b>		
<i>School of Communication Foundation Courses</i>		
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
<i>Required Courses</i>		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
<i>Research Course</i>		
Select one of the following:		3
COMM 363	Research Methods in Advertising/Public Relations	
ISSCM 241	Business Statistics	
STAT 103	Fundamentals of Statistics	
<i>Specialized Focus</i>		
Select one of the following focus areas:		9
<i>Advertising Focus</i>		
COMM 214	Introduction to Creative Concepts <sup>1</sup>	

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 <sup>1</sup>

Select one of the following:

COMM 313	Corporate and Organizational Communication
COMM 320	Public Service Communication <sup>2</sup>
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 <sup>2</sup>
COMM 375	Media Relations

Select one of the following Writing Intensive courses

COMM 214	Introduction to Creative Concepts <sup>1</sup>
COMM 318	Public Relations Writing <sup>1</sup>

### *Internship & Capstone*

COMM 386	Advertising/Public Relations Capstone	3
COMM 391	Advertising/Public Relations Internship <sup>2</sup>	3

### *Electives*

Must choose one (1) COMM course from the list of Electives for AD/PR. (p. 2)	3
Any elective from the list of Electives for AD/PR. (p. 2)	3

### **MS Marketing Requirements**

#### *Prerequisite*

ISSCM 402N	Quantitative Methods II - Statistics Primer	0
------------	---	---

#### *Marketing Core*

MARK 460	Marketing Management	3
MARK 461	Research Methods in Marketing	3
MARK 464	Integrated Marketing Communication	3
MARK 465	International Marketing	3
MARK 467	Consumer Behavior	3
MARK 468	Digital Marketing	3

#### *Ethics Requirement*

ETHC 441N	Business Ethics	3
or	MGMT 446	International Business Ethics

*Electives (5 total)* 15

Students choose one of the three tracks below.

#### *Digital Marketing Analytics Track (STEM designated)*

Students completing INFS 494, INFS 796 and 2 other digital marketing electives are eligible for the Business Analytics Certificate.

INFS 492	Database Systems (Required)
----------	-----------------------------

MARK 562	Database Marketing Strategy (Required)	COMM 290	Branding and Positioning	3
INFS 494	Applied Data Mining and Artificial Intelligence (AI)	COMM 296	Themes in Advertising/Public Relations	3
INFS 590	Global Strategy and Data	COMM 311	Health Communication	3
INFS 592	Data Visualization	COMM 312	Special Events Planning	3
INFS 796	Data Warehousing	COMM 313	Corporate and Organizational Communication	3
ISSCM 495	Forecasting Methods with Artificial Intelligence (AI)	COMM 314	Public Relations Cases	3
MARK 661	Customer Analytics	COMM 317	Media Planning	3
<i>Integrated Marketing Communications Track</i>				
MARK 463	Sales and Strategic Leadership	COMM 318	Public Relations Writing <sup>1</sup>	3
MARK 469	Independent Study-Marketing Management	COMM 320	Public Service Communication <sup>2</sup>	3
MARK 470N	Research, Insights and Storytelling	COMM 321	Advertising Campaigns	3
MARK 561	Comparative Consumer Behavior	COMM 329	Advertising and Public Relations Design	3
MARK 562	Database Marketing Strategy	COMM 330	Intermediate Advertising Design	3
MARK 564	Brand Equity and Marketing Strategy	COMM 331	Social Media Advertising	3
MARK 566	Integrated Media Planning	COMM 334	Mobile Advertising	3
MARK 567	Customer Relationship Management	COMM 336	Search & Display Advertising	3
MARK 568	Social Media & Content Marketing	COMM 337	AD/PR Multimedia Commercial Production <sup>2</sup>	3
MARK 569	Special Topics	COMM 345	Student Agency <sup>4</sup>	3
MARK 661	Customer Analytics	COMM 370	Special Topics in Advertising & Public Relations	3
MARK 662	Marketing Metrics	COMM 375	Media Relations	3
SCMG 482	Lean Production Concepts and Practices	COMM 398	Directed Study	1-3
<i>Supply Chain Track (STEM designated)</i>				
SCMG 480	Intro to Operations Management (Required)	<b>Interdisciplinary Electives</b>		
SCMG 481	Performance Improvement in Business Processes	FNAR 132	Visual Communication I	3
SCMG 482	Lean Production Concepts and Practices	FNAR 233	Digital Media Design	3
SCMG 483	Management of Service Operations	FNAR 383	Interactive Design	3
SCMG 486	Global Logistics	MARK 310	Consumer Behavior	3
SCMG 487	Purchasing Management	MARK 311	Marketing Research	3
SCMG 488	Inventory Management	MARK 363	International Marketing	3
SCMG 489	Supply Chain Analytics	MARK 380	Digital Marketing	3
ISSCM 484N	Project Management			
ISSCM 495	Forecasting Methods with Artificial Intelligence (AI)			
<b>Total Hours</b>				<b>82</b>

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

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

## List of Approved Electives for the BA

Code	Title	Hours
<b>Advertising and Public Relations Electives</b>		
COMM 101 or COMM 103	Public Speaking & Critical Thinking Business & Professional Speaking	3
COMM 205	Reporting Basics I: Writing and Interviewing <sup>1</sup>	3
COMM 212	International Advertising <sup>3</sup>	3
COMM 214	Introduction to Creative Concepts <sup>1</sup>	3
COMM 266	Advertising Copywriting <sup>1</sup>	3
COMM 268	Persuasion	3
COMM 278	International Public Relations (abroad)	3
COMM 282	Media Law	3

<sup>1</sup> Writing Intensive (<https://www.luc.edu/soc/undergrad/soclanguage/requirement/#den103333>)

<sup>2</sup> Satisfies Engaged Learning (<https://www.luc.edu/engagedlearning/>) requirement.

<sup>3</sup> At the John Felice Rome Center (<https://www.luc.edu/rome/index.shtml/>)

<sup>4</sup> Inigo (<https://www.inigocomm.com/>)

## 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
<b>First Year</b>		
<b>Fall</b>		
COMM 175	Introduction to Communication	3
		<b>Hours</b>
		<b>3</b>
<b>Spring</b>		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
		<b>Hours</b>
		<b>6</b>

**Second Year****Fall**

COMM 200 or COMM 215	Digital Communication and Society or Ethics & Communication	3
<b>Hours</b>		<b>3</b>

**Spring**

COMM 200 or COMM 215	Digital Communication and Society (if not already taken) or Ethics & Communication	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
<b>Hours</b>		<b>9</b>

**Third Year****Fall**

COMM 100	SOC Career Prep Seminar	1
Major Track Course		3
Major Track Course		3
Major Elective		3
<b>Hours</b>		<b>10</b>

**Spring**

Major Track Course		3
Major Elective		3
Research Course		3
<b>Hours</b>		<b>9</b>

**Fourth Year****Fall**

COMM 386 or COMM 391	Advertising/Public Relations Capstone or Advertising/Public Relations Internship	3
One Quinlan MSM Course		3
<b>Hours</b>		<b>6</b>

**Spring**

COMM 386 or COMM 391	Advertising/Public Relations Capstone (if not already taken) or Advertising/Public Relations Internship	3
One Quinlan MSM Course		3
<b>Hours</b>		<b>6</b>

**Fifth Year**

Students complete the remaining MSM courses.		30
<b>Hours</b>		<b>30</b>
<b>Total Hours</b>		<b>82</b>

## 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,<sup>1</sup>
- 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.<sup>2</sup>

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.<sup>3</sup>

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.

<sup>1</sup> Programs that have specialized accreditation will adhere to the admissions criteria provided by, or approved by, their specialized accreditors.

<sup>2</sup> 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.

<sup>3</sup> 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.<sup>1,2</sup>

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").<sup>3</sup>

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.<sup>4</sup> Undergraduate degree requirements outside of the major are in no way impacted by admission to an Accelerated Bachelor's/Master's program.<sup>5</sup>

*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.

<sup>1</sup> 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.

<sup>2</sup> Programs with specialized accreditation requirements that allow programs to offer graduate curriculum to undergraduate students will conform to those specialized accreditation requirements.

<sup>3</sup> 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.

<sup>4</sup> 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.

<sup>5</sup> 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

- Create and implement strategic communication campaigns that integrate advertising, public relations and integrated marketing communication, and are responsive to community needs and organizational goals in local and global contexts. [Advertising & Public Relations]
- Write copy and design messages to reach diverse publics and for distribution through multiple channels, including both traditional and digital media. [Advertising & Public Relations]
- Understand the implications and applications of integrated strategies for digital media in marketing, advertising and public relations practices. [Advertising & Public Relations]
- Apply appropriate research methods to plan, monitor and evaluate public relations, advertising and other communication campaigns and activities. [Advertising & Public Relations]
- Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community. [Advertising & Public Relations]
- Demonstrate the competencies to work as an entry-level professional in advertising or public relations. [Advertising & Public Relations]
- Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic field of marketing [Marketing]
- Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change [Marketing]
- Gain the technical business skills that are essential in today's global economy [Marketing]

- Learn to ask the questions that are important to humanity as you harness the power of marketing to promote positive social change [Marketing]
- You will also build a strong foundation in: Marketing finance; Strategic planning; Brand leadership; Digital and social content development; Leadership and ethics; Database analytics; Sustainable business leadership; and Global campaign development [Marketing]