

CEPR

Application for Recertification in Education for Public Relations
Loyola University New Orleans
Strategic Communication Department-Public Relations

August 16, 2019

Section A. INFORMATION ABOUT THE SCHOOL

A-01. Name of institution and location.

Loyola University New Orleans – New Orleans, Louisiana

A-02. Credentials held by the institution.

Loyola University New Orleans is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). SACSCOC is the regional body for the accreditation of degree-granting higher education institutions in the Southern states.

A-03. Contact information for administrators in the academic unit in which public relations is housed.

Kern Maass, dean, College of Music and Media, 504-865-3039, kdmaass@loyno.edu

Sonya Duhé, director, School of Communication and Design, 504-865-3450, sduhe@loyno.edu

Álvaro Bootello, chair, Department of Strategic Communication, 504-865-3427, bootello@loyno.edu

A-04. Credentials held by the unit.

The School of Mass Communication is accredited by the Accrediting Council for Education in Journalism and Mass Communications. It should be noted that for the purposes of this self-study, the name of the School is the School of Mass Communication; however, during Spring 2019, the School's name was changed to the School of Communication and Design. What had been called the public relations track in the Strategic Communication Sequence is now a track within the Department of Strategic Communication.

A-05. Academic degree under CEPR review.

Bachelor of Arts in Mass Communication - Public Relations