

READ THIS!

This booklet was developed by the School of Mass Communication to help students understand the academic procedures and regulations of the school. It should be used along with the **Loyola University Undergraduate Bulletin**.

It is your responsibility to become familiar with the information contained in this booklet and the Loyola bulletin.

Values and competencies

Below are the expected learning outcomes for the School of Mass Communication. When you graduate, we expect you to value and excel in these skills.

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Think critically, creatively and independently.
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts.
12. Apply tools and technologies appropriate for the communications professions in which they work.

WELCOME

Welcome to the School of Mass Communication. We're glad you're here and we hope that your educational experience at Loyola is rewarding. We in the SMC want to help you understand the educational philosophy, the academic requirements and the curricular and co-curricular opportunities at Loyola University.

There are specific requirements that must be satisfied before you can be granted an academic degree. **Although your adviser and others will assist you, you need to understand from the beginning that it is your responsibility to learn these requirements and to plan a course of study that will satisfy them.**

CURRICULUM

All Loyola students take courses from our Loyola Core. These required courses reflect the Jesuit vision of education and serve to provide a foundation in humanistic learning complementing the major fields of study. With our sequences in journalism and strategic communications, students gain the ability to provide vision and leadership in the complex field of communications and the technical skills to excel.

SCHOOL OF MASS COMMUNICATION ADMINISTRATION

The director's office and faculty and staff offices are located on the third and fourth floors of the Communications/Music Complex. Please stop by the SMC office on the third floor any time. In the office are: **Sonya Duhe**, director, 865-3450, sduhe@loyno.edu, **Laura Jayne**, director of student services, 865-3431, ljayne@loyno.edu, and **Caleigh Flynn**, administrative assistant, 865-3430; in room CM 409 is **Albert Dupont**, technology coordinator, 865-3290, afdupont@loyno.edu.

FULL-TIME FACULTY

Michael Giusti mdgiusti@loyno.edu <i>journalism department chair</i>	865-3649	CM 328
Alvaro Bootello bootello@loyno.edu <i>strategic communication department chair</i>	865-3427	CM 310
Cathy Rogers crogers@loyno.edu	865-3297	CM 312
Lisa Collins khcollin@loyno.edu	865-2012	CM 309
David Myers dmyers@loyno.edu		Sabbatical
Bob Thomas rathomas@loyno.edu	865-2107	CM 327
Leslie Parr parr@loyno.edu <i>professor emeritus</i>		

PART-TIME FACULTY

Cheryl Dejoie-Lacabe	cdlacabe@clarionherald.org	
Joe Duke joeduke4@gmail.com		
Autumn Giusti acgiustu@loyno.edu		
Don Goble goblemedia@gmail.com		
David Grunfeld dgrunfeld@nola.com		
Jordy Luft luftj@petermayer.com		
Nikita Milton namilton@loyno.edu		
Jeffrey Ory jeffrey@jeffreyory.com		
Michelle Clarke Payne MichelleClarkePayne@gmail.com		
Robert Riddick riddick@stcharlessheriff.org		
Michael Smith <i>visiting professional</i>		
Rachel Smith	rachelmike22@comcast.net	

SUPPORT SERVICES

The **Student Success Center**, 229 Monroe Library, offers a variety of services, including tutoring and study skills classes. Included there is the **Office of Writing and Learning Services**, which offers assistance with writing projects. The Mathematics Department sponsors a lab in the SSC, for students needing extra help.

The **Office for Accessible Education** works to ensure that students with disabilities have equal access to the Loyola campus at large, including the physical environment and university-sponsored programs, services and activities. It is in Monroe Library 229.

The **Career Development Center**, also in the Student Success Center, has an extensive range of programs in which students can participate from the beginning of their Loyola career (interest assessment tests) to the end (job placement).

Personal counseling is available at the **University Counseling Center**, also on the second floor of the Danna Center. **University Ministry**, an office that supports all students, is in 104 Bobet Hall.

COURSE PREREQUISITE CHART

Course No.	Course	Prerequisite
A100	Intro to Mass Communication	No prerequisite
A101	Communication Writing	ENGL T122 with a minimum grade of C
A201	Digital Communication	No prerequisite
A250	Journalism	A101, A201, A266
A251	News Editing	A250
A260	Intro to Layout & Design	A201
A265	Photography	A201
A266	Videography	A201
A291	Internship	Sophomore standing
A310	Advertising	A101
A313	Advertising Media Planning	A310
A316	Public Relations	A101
A326	Research for Ad and PR	A310 or A316
A334	Problem Solving for Ad and PR	A326
A335	Strategic Event Planning & Promotion	Junior standing
A336	Strategic Content Creation I	A310 or A316
A337	Strategic Content Creation II	A336
A350	Advanced Journalism	A250, A265 and A266
A351	Advanced Editing	A251
A352	Interpretive Writing	A101
A354	Feature Writing	A101 and A201
A355	Covering the Courts	A101
A356	Covering the Environmental Beat	A101
A359	Advanced Journalism Lab	A201 and A250
A360	Advanced Layout & Design	A260
A368	Photojournalism	A201
A369	Documentary Photography	A265
A380	Brand Lab	Sophomore standing
A380	Social Media Strategies	A101
A380	Travel Journalism	A101
A400	Mass Comm Theory & Research	A101
A401	Law of Mass Communication	A101
A410	Nonprofit Communication	Junior standing
A415	Advanced Ad Campaigns	Permission of Advertising instructor
A419	Advanced PR Campaigns	Permission of Public Relations instructor
A450	History of Journalism	Junior standing
A451	Media and American Courts	Junior standing
A452	The Great Journalists	Junior standing
A453	American Women Journalists	Junior standing
A455	Media and Gender	Junior standing
A465	History of Photography	Junior standing
A470	Mass Persuasion	Junior standing
A471	Mass Communication Literature	Junior standing
A473	International Media Systems	Junior standing
A474	Ethics of Mass Communications	Junior standing
A475	Environmental Communications	Junior standing
A480	Current Trends in Theory	Sophomore standing
A484	Seminar in Mass Comm Ethics	Senior standing
A485	Strat Comm Capstone	A326, A334 and A337, senior standing
A490	Journalism Capstone	A350
A492	Senior Seminar in Mass Comm	Senior standing
A493	Internship II	A491 Internship
A496	Seminar/Workshop	Special arrangements required, permission of director
A499	Independent Study	Formal proposal required, permission of director

STUDENT RECOGNITION IN THE SMC

STUDENT AWARDS

Bonomo Outstanding School of Mass Communication Student

Presented to the graduating senior who has excelled in his/her studies of the mass communication curriculum as well as applied his/her knowledge outside the classroom in a significant way.

R. Tom Bell Award for the Outstanding Journalism Student

Presented to the junior or senior who has excelled in the study of journalism.

School of Mass Communication Faculty's Outstanding Photojournalism Student

Presented to the junior or senior who has excelled in the study of photojournalism.

A. Louis Read Award for Outstanding Electronic Media Student

Presented to the junior or senior who has excelled in the study of electronic media.

School of Mass Communication Faculty's Outstanding Public Relations Student

Presented to the junior or senior who has excelled in the study of public relations.

School of Mass Communication Faculty's Outstanding Advertising Student

Presented to the junior or senior who has excelled in the study of advertising.

Shawn M. Donnelley Center for Nonprofit Communications Outstanding Student

Presented to the junior or senior who has contributed most to the success of the center in the current academic year.

Center for Environmental Communication Outstanding Student

Presented to the junior or senior who has demonstrated depth and

application of their knowledge in environmental communications and/or contributed most to the success of the Loyola University Center for Environmental Communication.

The Jared Schoch Endowed Scholarship

Journalism and Public relations students are preferred recipients of this scholarship.

Kappa Tau Alpha Scholar Award

Presented by each chapter to the graduating senior with the highest grade point average.

Society of Professional Journalists' Outstanding Graduating Chapter Member Award

Presented by the Society of Professional Journalists to the graduating senior who has contributed most to the chapter.

Public Relations Student Society of America's Outstanding Graduating Chapter Member Award

Presented by the Public Relations Student Society of America to the graduating senior who has contributed most to the chapter.

Ad Club of Loyola's Outstanding Graduating Chapter Member Award

Presented by the Ad Club of Loyola to the graduating senior who has contributed most to the chapter.

Radio Television Digital News Association Outstanding Graduating Chapter Member Award

Presented by the Radio Television Digital News Association of Loyola to the graduating senior who has contributed most to the chapter.

The Nia Renée Robertson Memorial Endowed Scholarship

Established in memory of Nia Renée Robertson for the purpose of promoting excellence in the field of mass communication. The recipient must be majoring in mass communication. Preference is given to New Orleans area residents.

CENTERS IN THE SMC

SHAWN M. DONNELLEY CENTER FOR NON-PROFIT COMMUNICATIONS

The Donnelley Center is a student-run agency that gives mass communication students real world experience in public relations, design, advertising, event and strategic planning by working with nonprofit organizations to create communication solutions. The center was founded by Shawn M. Donnelley (A'91) to establish a communications lab where students could work under faculty supervision on public relations and advertising projects for nonprofit organizations. Students can apply every spring for paid positions in the center for the following academic year.

CONTACT: Dr. Alvaro Bootello, director, bootello@loyno.edu

LOYOLA UNIVERSITY CENTER FOR ENVIRONMENTAL COMMUNICATION

The resources of the Loyola University Center for Environmental Communications are generated through private grants. LUCEC's mission is to educate students in the field of environmental communication, to stimulate communication among environmental stakeholders, to provide the public with fair discussion of environmental issues, and to be a resource to the media for environmental information.

CONTACT: Dr. Bob Thomas, director, rathomas@loyno.edu

ABOUT MASS COMMUNICATION

MASS COMMUNICATION MAJORS

Required Core Courses for All Sequences

A100	Introduction to Mass Communication
A101	Communication Writing
A201	Digital Communication
A291	Internship I
A401	Law of Mass Communication
A484	Seminar in Mass Communication Ethics & Diversity
A492	Senior Seminar in Mass Communication

**can be taken up to 3 times for credit*

Strategic Communication: Advertising/PR

A260	Intro to Layout & Design
A310	Advertising or A316 Public Relations
A313	Media Planning
A326	Research in Advertising and PR
A336	Strategic Content Creation I
A482	Brand Lab or A415 Ad Team or A419 Bateman Team

Plus choose three communication elective classes

Journalism Sequence

A250	Journalism (spring only)
A265	Photography
A266	Videography
A350	Advanced Journalism (fall only)
A490	Journalism Capstone

Plus choose four communication elective classes

Visual Communication Sequence

A260	Layout and Design
A265	Photography
A266	Videography
A382	Social Media Strategies
A482	Brand Lab or A415 Ad Team or A419 Bateman Team

Plus choose four communication elective classes

EMPHASIS AREAS

Optional for communication majors. These classes would fill the communication major elective slots.

Photography:

CMMNA 265 Photography
or CMMNA 365 Documentary Photography
CMMNA 368 Photojournalism
Internship with photo emphasis

Sports Communication:

CMMNA 356 Sports communication
CMMNA 357 Sports promotions
Internship with sports communications emphasis

Non-profit Communication:

CMMNA 410 Nonprofit communication
CMMNA 380 Donnelley Center Nonprofit Work
Internship with non-profit emphasis

Environmental Communication:

CMMNA371 Covering the Environmental Beat
CMMNA475 Environmental Communication
Internship with environmental emphasis

HOW TO DECLARE OR CHANGE A MAJOR

To declare a major, you must submit a Change of College/Major Form on the Office of Student Records Website.

HOW TO DECLARE A MINOR

All Mass Communication majors must complete a minor in a field other than mass communication with at least a 2.0 GPA. (Transfer students must complete at least nine hours in a minor at Loyola and maintain a minimum 2.0 GPA in classes taken at Loyola.) To declare a minor, students must fill out a Change of Minor form in the School of Mass Communication office.

MINORS IN MASS COMMUNICATION

Only non-Mass Communication majors can minor in our discipline.

Mass Communication (CMMN) 18 hrs.

Intro Mass Comm	A100
Communication Writing	A101
Digital Communication	A201
CMMN Elect*	
CMMN Elect*	
CMMN Elect*	

**These courses (non-common curriculum) to be selected with minor adviser.*

SOCIAL MEDIA MINOR IN MASS COMMUNICATION (SOME) 18 hrs.

Communication Writing	A101
Digital Communication	A201
Photography	A265
Videography	A266
Social Media Strategies	A380
Internship	A491
CMMN Elect*	

**This course (non-common curriculum) to be selected with minor adviser.*

MINOR IN ENVIRONMENTAL COMMUNICATION (ENCM) 18 hrs.

Intro Mass Comm	A100
Communication Writing	A101
Covering the Environment	A371
Environmental Comm	A475
CMMN Elect*	
CMMN Elect*	

**These courses (non-common curriculum) to be selected with minor adviser.*

SMC SOCIAL MEDIA PLATFORMS

Website	http://cas.loyno.edu/masscomm/
Blog	MASS COMMents
Facebook	Loyno School of Mass Communication
Twitter	@loynoSMC
Linked In	Loyola New Orleans School of Mass Communication
Pintrest	Loyno SMC
Snapchat	LoynoSMC
Tumblr	Loynosmc.tumblr.com
Instragram	@LoynoSMC

ADVISING IN THE SMC

GENERAL ADVISING INFORMATION

Each student in the School of Mass Communication is assigned an adviser. The advisee/adviser relationship can be one of the most valuable you will have during your years at the university. Advisers assist students in developing a suitable educational plan and assist students in finding ways to deal with issues that come up along the way. Students are encouraged to work closely with their advisers, not just during registration and early registration periods but throughout each academic year.

If you wish to select a different adviser at any time for any reason, you may do so in the SMC office.

The SMC office maintains a degree plan for each student, showing all courses required for graduation. Students are strongly encouraged to use a duplicate worksheet (included in this publication) and maintain it so you are prepared when you meet with your adviser.

See the Course Pre-requisite List on page 5 and the sample DPCL on the back cover.

ON COURSE REPORT

Whenever in doubt about your remaining course work required for the degree, please refer to the On Course – Academic Progress Reports listed on LORA.

The *On Course – Academic Progress Report* should be used as an advising tool only. It is NOT a degree audit. This program enables your faculty adviser to quickly gauge your progress toward completing your degree requirements.

Section 1 – Selected Student Data: lists your current program, biographical information, test scores, completed curriculum hours and GPA summaries.

Section 2 – Academic Requirements Remaining: lists only those course requirements that have not been satisfied. As soon as you register for a required course, it will be moved from section 2. If the minimum required grade for this course requirement is not received at the end of the semester the course requirement will reappear in section 2. Note: If your program is asking for a course or credit hours that are different from your required courses or credit hours, bring this discrepancy to your adviser's attention so it can be addressed.

Section 3 – Academic Requirement Completed or in Progress: displays the courses you have completed or are currently registered for and where they are being applied in your program. If course work appears under credits NOT used in Primary Degree Program, it means the course work is valid but is not required for your program.

Second major, minor, second minor, concentration or certificate requirements appear after the primary program requirements. The courses appearing in the above mentioned areas generally are re-used if they appear in the common curriculum or general elective areas. The primary major courses will not be re-used in any of the above areas.

Section 4 – Work Not Applicable to this program: lists all invalid course work, which usually includes courses with a final grade of F, I or W. With your adviser, you should review this report; your adviser will forward any discrepancies to the appropriate office.

REGISTRATION

Registration is held at the beginning of the fall, spring and summer terms. Early registration for spring is held in October; and early registration for summer and fall begins in April. Working

with your adviser, you select courses for each term. Your adviser must sign the advising form. The adviser may register you online or activate your Personal Identification Number needed to access LORA (Loyola's Web registration system) so you can register.

DROP/ADD and WITHDRAWAL

During the first five days of classes, students are permitted to add courses. You may drop courses during the first 10 days. Courses dropped within the drop/add period will not appear on your record. You may drop and add at the Office of Student Records, the SMC office or by using LORA.

Beginning with the second week of classes and continuing to approximately one week after midterm, you may receive an administrative withdrawal from a course by completing a withdrawal form. This form must be signed by the course instructor and your adviser and then submitted to the University's Office of Student Records (MA 250). Courses from which you withdraw during the administrative withdrawal period will appear on your record with a W in the grade column.

The date of the last day to withdraw from a course is printed in the semester academic calendar available on Loyola's website and in the Registration Schedule. After the deadline for an administrative withdrawal, you must complete the course. You will receive a grade in the course, even if you stop attending.

COURSES TAKEN AT TULANE/XAVIER/NOTRE DAME SEMINARY

Loyola students may enroll (cross-register) for courses taught at Tulane and Xavier universities and Notre Dame Seminary. Students may not cross-register for a course if it is offered in the same semester or is regularly offered at Loyola. Loyola students taking these courses must be enrolled in a minimum total of 12 hours.

Students must fill out a consortium/cross-enrollment registration form available in the SMC office.

COURSES TAKEN AWAY FROM LOYOLA

Under certain circumstances, students in good standing are allowed to take summer courses at another school. The student must receive prior written permission. This may be obtained in the SMC office. Permission will be granted only for compelling reasons. Only courses in which grades of "C" or higher are earned are eligible for transfer credit to Loyola.

- Students are not allowed to take courses during the summer at another university unless there is a compelling reason. We offer online courses that fulfill some of the same requirements we have received requests for.
- No courses may be taken at other local universities.
- A student must be in good academic standing in order to take courses elsewhere.
- Juniors and seniors are not allowed to take courses at community colleges.
- No courses will transfer to Loyola that have not received prior approval from the dean.

Be aware of the university's policies on summer course approval. Summer course approvals by the department/school will not automatically receive the dean's approval.

OPPORTUNITIES IN THE SMC

INTERNSHIPS

The SMC requires majors to gain additional skills and experience through professional internships. Internships can be taken for credit or noncredit, paid or unpaid. One internship is required by registering for CMMNA291. This course must be taken your sophomore year. A student can take an internship three times for a maximum of three credits. Additional internships are registered via CMMNA493.

The course must be taken at the same time or prior to the actual internship experience. You may work at an internship during the summer, but you must enroll for credit in the prior spring. You must get the internship approved before you begin work. The deadlines for approval are: Oct. 1 for fall, March 1 for spring and July 1 for summer. You cannot receive retroactive credit for any internship.

STUDENT ORGANIZATIONS

We believe in educating the whole person through rigorous academic studies and plentiful cultural experiences. We encourage you to immerse yourself in campus life at Loyola by taking advantage of the many services and opportunities we have to offer.

Advertising Club

The Loyola Ad Club provides students interested in the field of advertising with opportunities to meet with advertising professionals, discuss business trends and get a hands-on experience in association with Ad Club of New Orleans.

CONTACT: Dr. Alvaro Bootello, advisor, bootello@loyno.edu

Public Relations Students Society of America

PRSSA is an organization for students interested in the field of public relations that promotes an active involvement in students' undergraduate careers by providing members with internship opportunities, access to local professionals and the chance to participate in public relations on a national level. For more information, visit <http://loyolanolaprssa.yolasite.com>.

CONTACT: Dr. Cathy Rogers, advisor, crogers@loyno.edu

Society of Professional Journalists

Open to all journalists, SPJ is the oldest, largest and most inclusive national journalism organization. SPJ fosters responsible journalism, supports press freedom and encourages students via scholarships, networking, and internship opportunities. Benefits include the monthly journal, national and regional conventions, professional development workshops, and other activities in conjunction with the New Orleans Press Club.

CONTACT: Prof. Michael Giusti, advisor, mdgiusti@loyno.edu.

Radio Television Digital News Association

RTDNA is the world's largest professional organization exclusively serving the electronic news profession, consisting of more than 3,000 news directors, news associates, educators and students. Founded in 1987, RTDNA's Student Chapter Affiliate Program fosters closer cooperation and improves communication among students, educators and working professionals in online news, radio, and television. It also gives student members special learning opportunities both in and out of the classroom, including opportunities to attend the organization's annual conference for free or for a reduced price, and the organization instills a commitment to the highest ideals and principles of the practice of elec-

tronic journalism. RTDNA independently produces a weekly news show that is published by *The Maroon* on Loyola's campus, and the student organization always welcomes reporters, producers, anchors, editors and social media editors.

CONTACT: Prof. Lisa Collins, adviser, khcollin@loyno.edu

Kappa Tau Alpha

Kappa Tau Alpha is a national college honor society that promotes academic excellence and recognizes scholarship in journal. To become a member of Kappa Tau Alpha, a student must rank in the top 10 percent of his or her class, have completed at least five semesters of degree work, have at least a 3.0 GPA and have completed nine credit hours of journalism or mass communication courses.

The Maroon

The Maroon is Loyola University New Orleans' award-winning student newspaper (www.loyolamaroon.com). All students are welcome to join The Maroon staff.

CONTACT: Prof. Michael Giusti, adviser, mdgiusti@loyno.edu

The Maroon Minute

The Maroon Minute is a daily news roundup of what's going on at Loyola and elsewhere. It's recorded every morning in The Maroon newsroom.

CONTACT: Prof. Lisa Collins, adviser, khcollin@loyno.edu

The Wolf

The Wolf is Loyola University New Orleans' student magazine (www.loyolamaroon.com/wolf-mag).

CONTACT: Prof. Michael Giusti, adviser, mdgiusti@loyno.edu

National Association of Black Journalists

NABJ is an organization of African-American journalists, students, and media professionals. Founded in 1975 in Washington, D.C., by 44 journalists, the NABJ's stated purpose is to provide quality programs and services to and advocate on behalf of black journalists.

CONTACT: Dr. Sonya Duhe, adviser, sduhe@loyno.edu

COMPETITION TEAMS

AAF Advertising Team

The Ad Team competes each spring in the National Student Advertising Competition sponsored by the American Advertising Federation. Selected students work on a real-world campaign for a national company. Students develop a comprehensive campaign including research, creative ideas and media recommendations. compete at the District 7 competition in April.

CONTACT: Dr. Cathy Rogers, adviser, crogers@loyno.edu

PRSSA Bateman Team

The Bateman Team competes each spring in the premier public relations competition in the country. Five students are carefully selected to create and implement a campaign for a national company. Over the past ten years, the Loyola University New Orleans team has placed in the finals every year and won the national championship five times including 2012 and 2015.

CONTACT: Dr. Cathy Rogers, adviser, crogers@loyno.edu