

STANDARD 6 STUDENT SERVICES



HIGHLIGHTS

- ❖ The school has a student services coordinator who oversees all advising, orientations and student records.
- ❖ In academic year 2012-2013, School of Mass Communication students received more than \$3.5 million in scholarship and grant funds.
- ❖ The school has several professional student organizations including student chapters of the American Advertising Federation, the Public Relations Student Society of America, the Society of Professional Journalists, the Radio Television Digital News Association, Kappa Tau Alpha, The Maroon and the Wolf.
- ❖ The school has developed and implemented an academic probation program with a goal of retaining all students.

1. Complete and attach Table 9, "Student Aid."

Nearly all of the student aid dollars at Loyola University New Orleans are centralized including both scholarships given for merit and grants for need. Nearly all students in the School of Mass Communication received funding from the university. In 2012-2013, students in the school received more than \$3 million in student aid, \$2,622,573 in scholarships and \$890,732 in grants for a total of \$3,513,305. 228 students received student aid in 2012-2013. One-hundred-twenty-five students received grants and 244 received student aid in the form of scholarships and grants. The median scholarship in 2012-2013 was less than the media scholarship in 2011-2012. The median grant was higher in 2012-2013 than in 2011-2012. The unit, the School of Mass Communication, in 2012-2013 gave \$15,000 in scholarships. The median award was \$1,500. Academic year 2011-2012, drawdowns from endowments were less and there were nearly half the dollars that were available a year later.

Table 9, "Student Aid."

Scholarships awarded to undergraduates in the unit.

	2011 - 2012	2012 - 2013
Total amount of Scholarships from funds controlled by institution	\$2,897,138	\$2,622,573
Total amount of Grants from funds controlled by institution	\$764,889	\$890,732
Total amount of both Scholarships and Grants from funds controlled by institution	\$3,662,027	\$3,513,305
Number of students receiving scholarships from funds controlled by institution	233	228
Number of students receiving grants from funds controlled by institution	123	125
Total number of students receiving scholarships / grants from funds controlled by institution	256	244
Median individual scholarship from funds controlled by institution	\$13,500	\$11,500
Median individual grant from funds controlled by institution	\$4,600	\$6,350
Median individual scholarship / grant from funds controlled by institution	\$14,950	\$14,500

Scholarships awarded to undergraduates in the unit (by unit)

	2011 - 2012	2012 - 2013
Total amount of Scholarships from funds controlled by the unit	\$5,500	\$15,000
Number of students receiving scholarships from funds controlled by the unit	18	4
Median individual scholarship from funds controlled by the unit	\$305.55	\$1,500

Scholarships typically awarded for merit. Grants awarded based upon need as identified by completion of the FAFSA.

2. Describe the academic advising process for ensuring that students are aware of unit and institutional requirements for graduation and receive career and academic advising. Attach advising guides, manuals, newsletters or other internal communication with students.

Over the summer, incoming students are invited to attend orientation on campus. There is one final orientation before classes start, for students who did not come to summer orientation. The school's student services coordinator keeps a list of all incoming students to make sure they attend orientation or get the information directly. Students are assigned a faculty adviser at this time.

During orientation, students meet with both the student services coordinator and the director to go over all curriculum requirements for a degree in mass communication. We facilitate a lengthy discussion and answer all questions as well as confirm freshmen are enrolled in the appropriate classes for fall. The same is done for transfer students at the beginning of every semester.

In fall, three weeks after classes start, the school hosts a Fall Kickoff event. All faculty and professional organizations housed within the school are introduced to students. The policies of the school are laid out. The students receive their Student Resource Manual at this time. The manual details the academic policies of Loyola University and the School of Mass Communication, including all degree requirements.

Every semester, the week before registration opens is set aside for advising. Students have a block on registration until they meet with their faculty adviser to discuss their schedule. The faculty sets up 30-minute meetings with every student. We have advising sheets that are filled out during the meeting that detail what classes the student should take and faculty also answer any other questions. After the meeting, if the faculty member is satisfied the student understands what courses he or she should take, the registration hold is lifted.

Additionally, in the penultimate semester of a student's career here, students are required to apply for their degree. This application triggers an official audit that details what the student needs to finish his or her degree requirements, ideally in the semester remaining in a four-year program.

The school's advising form is on the following page:



Sequence

Minor _____

Term

□ Fall

Adviser

☐ Summer

(year) _____

Local address while attending Loyola	
street	
city/zip	
phone(s)	
e-mail	

[illegible]

Student Signature

Date

Adviser Signature

Date

According to Academic Regulations, posted in the Undergraduate Bulletin, it is ultimately the student's responsibility to comply with the regulations and completion of requirements for his or her chosen program of study.

Yellow copy - STUDENT

SEE APPENDIX 6-A. STUDENT MANUAL (page 193)

3. Describe availability and accessibility of faculty to students.

Loyola New Orleans boasts a high faculty-to-student ratio (10-1) and we consistently score high on student satisfaction surveys on availability of faculty and advisers to answer questions. Faculty members keep office hours for about 10 hours per week and participate in many after-hours activities.

4. Describe student records kept in the unit office and measures taken to assure appropriate security and confidentiality.

Hard-copy student records are kept in the office of the student services coordinator. They are kept behind three locks: the overall office suite door lock, the student services coordinator's door and then the file cabinet itself. All employees must pass FERPA tests to have access to LORA, Loyola's Online Record Access System and any student records.

5. Describe resources for academic and career counseling that the unit or institution offers to students.

Academic counseling is provided by faculty members as well as the student services coordinator. All students are assigned a faculty adviser the beginning of the school year. Students are told during orientation, at the Fall Kickoff and in the Student Resource Manual that they can change their faculty adviser at any time for any reason. Faculty advises students formally once a semester before registration and informally all year long. The student services coordinator assists faculty as needed, particularly new faculty. The student services coordinator also works with faculty to help students select the correct courses when they study abroad.

All students are required to have an internship. Career counseling occurs as part of the internship class as the student is selecting an internship and then during the internship. We also host Networking Night where students meet professionals in their proposed fields and have an opportunity to ask questions. The school also brings professionals in to review all senior portfolios before graduation, giving the student feedback on their work. This one-on-one meeting gives students the chance to discuss their fit in their chosen field and potential opportunities for future employment.

Loyola University also has a Career Development Center, Employola, for all students. It provides a wide selection of services and resources, both in-person and online to support students in their internship-selection, career decision-making, professional development, and job search plans. All students are encouraged to visit Employola as freshmen and throughout their academic career. Students must use Employola to secure credit for their internship. Even if they find their internship on their own, students must register the internship through Employola so it can get officially approved. This familiarizes students with the center and gets them on track for their job search if they have not already done so.

6. Describe the unit's methods and procedures to keep students informed about its activities, requirements and policies.

To keep our students informed, we use many different media. For events and activities we email our students, we use social media (Facebook, Twitter and Pinterest), we put up posters, we put the events online in the school's website and the university calendar, we have professors add events to their syllabi, announce in the appropriate classes, and we have a plasma screen in our lobby that displays announcements.

Requirements and policies are on the school's website and in the Student Resource Manual that is given out every fall and is also online. The director and the student services coordinator also meet every spring semester with each class of students individually. A variety of questions are answered and explained about the school's policies and requirements (as well as about anything the student wishes to discuss). Furthermore, the student services coordinator meets with freshmen during orientation to discuss policies and procedures specifically and tells them to visit her office any time for any questions about anything.

7. Describe student media, student professional organizations or other extra-curricular activities and opportunities provided by the unit or the institution that are relevant to the curriculum and develop students' professional and intellectual abilities and interests.

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

American Advertising Federation Student Chapter

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.

Public Relations Student Society of America Student Chapter

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.

Society of Professional Journalists Student Chapter

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.

Radio Television Digital New Association Student Chapter

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. RTDNA has independently produced 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.

Kappa Tau Alpha

Kappa Tau Alpha is a national college honor society that promotes academic excellence and recognizes scholarship in journalism and mass communication. The Greek letters mean “the truth will prevail.” The letters also point to three English words – knowledge, truth, accuracy – that are the foundations of good journalism and mass communication practices. 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-run newspaper (www.loyolamaroon.com). It is published once a week during the school year and twice in summer. Any Loyola student can submit a story or apply to work at The Maroon.

The Wolf

The Wolf is Loyola University New Orleans’ student-run magazine (www.loyolamaroon.com/wolf-mag). The Wolf is published once a month during the school year. Any Loyola student can submit a story or apply to work at the Wolf.

The Shawn M. Donnelley Center for Nonprofit Communications

The Center is a student-run agency that gives students real-world experience in public relations, design, advertising, event and strategic planning by working with nonprofits to create communication solutions. Students work under faculty supervision on communication projects for nonprofit organizations. Students may apply for paid positions, gain service and service learning experience, earn elective credit, and volunteer experience. Work-study students may use the center for employment.

The Lens

The Lens is the New Orleans area’s first nonprofit, nonpartisan public-interest newsroom, dedicated to unique in-depth reporting projects, as well as exclusive daily stories. Students may intern and volunteer with the Lens.

8. Discuss retention and graduation statistics. Describe the unit's (and, where applicable, campus-wide) policy on academic good standing and dismissal for poor scholarship, including the grade-point average required to remain in the program.

Retention has not been consistent over the past several years for the School of Mass Communication or the entire university. Improving retention efforts is a goal of the university and the school. It should also be noted that while students leave Mass Communication, they are remaining at the university. Furthermore, as students leave, the school has approximately the same number of students who transfer into the school, but those students would not be reflected in the retention data for the School of Mass Communication. Following Hurricane Katrina, in 2006, the department of communications lost several programs.

Class of 2016 (uses 2012F cohort)	Cohort	Sophomore Year	Junior Year	Senior Year
Communications Majors	49	32 (65%)		
All Loyola Students	866	696 (80%)		
Class of 2015 (uses 2011F cohort)				
Communications Majors	60	39 (65%)	30 (50%)	
All Loyola Students	857	634 (74%)	541 (63%)	
Class of 2014 (uses 2010F cohort)				
Communications Majors	66	47 (71%)	35 (53%)	32 (49%)
All Loyola Students	767	587 (77%)	496 (65%)	449 (59%)
Class of 2013 (uses 2009F cohort)				
Communications Majors	68	51 (75%)	36 (53%)	35 (51%)
All Loyola Students	796	651 (82%)	562 (71%)	523 (67%)
Class of 2012 (uses 2008F cohort)				
Communications Majors	51	35 (69%)	31 (61%)	28 (55%)
All Loyola Students	690	552 (80%)	486 (70%)	450 (66%)
Class of 2011 (uses 2007F cohort)				
Communications Majors	45	34 (76%)	25 (56%)	18 (40%)
All Loyola Students	495	362 (73%)	303 (61%)	283 (57%)
Class of 2010 (uses 2006F cohort)				
Communications Majors	45	32 (71%)	29 (64%)	25 (56%)
All Loyola Students	520	405 (78%)	346 (67%)	320 (63%)

Retention methodology is based upon continuous enrollment. Communications retention is based upon returning in the major where the overall cohort is returning to the university.

Class of 2013 (uses 2009F cohort)	Cohort	4-Year Graduation	5-Year Graduation	6-Year Graduation
Communications Majors	68	26 (38%)		
All Loyola Students	796	418 (53%)		
Class of 2012 (uses 2008F cohort)				
Communications Majors	51	25 (49%)	+1 (51%)	
All Loyola Students	690	349 (51%)	+65 (60%)	
Class of 2011 (uses 2007F cohort)				
Communications Majors	45	14 (31%)	+2 (36%)	+1 (38%)
All Loyola Students	495	217 (44%)	+47 (53%)	+7 (55%)
Class of 2010 (uses 2006F cohort)				
Communications Majors	45	16 (36%)	+4 (44%)	+0 (44%)
All Loyola Students	520	246 (47%)	+56 (58%)	+5 (58%)
Class of 2008 (uses 2004F cohort)				
Communications Majors	94	43 (46%)	+6 (52%)	+0 (52%)
All Loyola Students	808	365 (45%)	+85 (56%)	+9 (57%)

Graduation Rates are not based upon continuous enrollment. Communication cohort counts are based upon graduating in the major. The overall cohort is based upon graduating from the university.

The Class of 2009 is not available due to Hurricanes Katrina and Rita. Loyola University did not offer a 2005 Fall semester and consequently, does not have a 2005 Fall Cohort.

Loyola students must maintain a GPA of 2.0 or better to have good academic standing. If a student's GPA goes below 2.0 they are placed on academic probation. After two semesters, if the student does not raise the GPA above 2.0, he or she is suspended for one academic semester. Upon return, if the student does not raise the GPA to above 2.0, he or she is suspended for one year.

Academic Probation Program:

The school has its own academic probation program run by the student services coordinator. If a student is placed on probation, he or she meets with the student services coordinator and signs an academic probation contract and then comes up with an academic plan to get off probation. During this meeting, the student services coordinator ascertains why the student is on probation (academic difficulty, irregular attendance, illness, life issues etc.) and then together they come up with ways to improve the student's grades. The student services coordinator then meets with the student on probation once a month to gauge progress

See School of Mass Communication Academic Probation Contract on the following page:



Academic Probation Contract

Name: _____ ID: _____

Semester of Academic Probation: Fall _____ Spring _____ 20____

I _____ understand that I am on academic probation and must comply with the terms of this contract or risk exclusion from Loyola University for _____.

I understand that until I am removed from probation I will be advised by the student services coordinator in partnership with the adviser from my major.

Last semester, I completed _____ credits with a _____ G.P.A., giving me an overall G.P.A. of _____. I must attain a minimum GPA this semester of 2.0.

In reviewing your previous semester's academic performance, what obstacles affected your grades?
(Check all that apply and circle the top three obstacles.)

Academic

Ineffective study skills (unprepared for exams)

Undeveloped time management skills

What worked in high school doesn't work anymore

Difficult classes/not prepared for course level

Unable to understand course content/relevance

Unable to understand professor/conflict with professor

Hard to concentrate/daydreaming

Registered for too many classes

Did not attend/skipped class

Major/Career

Uncertain about major

Changed major one or more times

Not sure why I'm in school

Loyola may not be the place for me.

Personal/Other

Financial difficulties

Health problems

Hard to get out of bed in the morning

Use or abuse of alcohol or other substance(s)

Difficulty concentrating

Difficulty sleeping at night

Pressure, stress, anxiety or tension

Over-involved with extra-curricular activities

Lack of motivation

Family/Social Adjustment

Working too much (# Hours/Week _____)

Roommate or Relationship issues

Personal/family situation

Hard to make friends/Loneliness

To remedy these issues this semester I will:

I will also:

Meet at least 1 time with each instructor before midterm during their office hours.

Attend classes regularly and complete all assignments on time.

Meet three times during the semester with student services coordinator Laura Beatty.

Dates: 1. _____ 2. _____ 3. _____

Meet with an academic counselor at the Academic Resource Center

Signed _____ Date: _____
Student

Signed _____ Date: _____
Laura Beatty, Student Services Coordinator

9. Describe the unit's placement operation for assistance in students' searches for employment. List placement statistics for the three most recent years (before the self-study year) for which accurate information is available.

The university has had no formal placement operation; however, the School of Mass Communication does work with its graduates informally to assist with jobs after graduation. The following represents the best job placement data for the school's graduates. Employola, Loyola's Career Development Center, will begin surveying students in 2013-2014 to examine job placement upon graduation. This data were acquired through emails and phone calls by student workers in the school's office.

Employment status of 2011-2012 graduates:

	Mass Communication	Nat'l average*
Employed full time	86%	56%
Graduate school	4.7%	7.2%
Not employed/Unknown	9.3%	

Employment status of 2010-2011 graduates:

	Mass Communications	Nat'l average*
Employed full time	90.7%	53.3%
Graduate school	9.3%	8.6%
Not employed/Unknown	0%	

Employment status of 2009-2010 graduates:

	Mass Communications	Nat'l average*
Employed full time	71.4%	49.8%
Graduate school	7.1%	8.9%
Not employed/Unknown	21.4%	

*Annual Survey of Journalism and Mass Communication Graduates
Employment status Bachelor Degree recipients
University of Georgia, Grady College

It is important to note the School of Mass Communication employment data are well above the national average.

10. Describe the unit's operation, if any, for assistance to alumni in later employment searches.

Loyola University's Career Development Center assists Mass Communication alumni in various ways. The center offers free services to all Loyola University alumni. The center offers one-on-one appointments (in person or over the phone) to discuss job search strategy, career transition, interview preparation/mock interview, resume/cover letter development and critique, graduate and professional school search and application. Alumni also have access to all of the university's online resources including Loyola University's online job/internship posting board, Employola which lists mostly local and entry level positions and CareerShift, a national job search tool and career management system. CareerShift contains job postings nationwide and appropriate for individuals at all experience levels.

11. Describe the unit's process for evaluating its advising and counseling services. Include measurements of the accuracy of academic advising, student and faculty opinion of the quality of advising, or other indices of the effectiveness of advising. Discuss the results of these assessments.

Although the university is considering a campus-wide advising evaluation, the School of Mass Communication has adopted the following advising evaluation to be used starting with the fall 2013 advising session.

Advising Evaluation Form: To begin Fall 2013

1. What year are you?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior

*2. What is your current GPA?

3. Who advised you this recent advising period?

- ☐ Valerie Andrews
- ☒ Laura Beatty
- ☐ Lisa Collins
- ☐ Sonya Duhe
- ☐ Michael Giusti
- ☐ Lisa Martin
- ☐ David Myers
- ☐ Andrew Nelson
- ☐ Leslie Parr
- ☐ Cathy Rogers
- ☐ Robert Thomas
- ☐ David Zemmels

4. How would you rate your adviser's knowledge of degree requirements and course options for you?

Poor	good	very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How would your rate your advising session overall?

poor	good	very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Feel free to offer suggestions to improve the advising process in the School of Mass Communications.

Done

APPENDIX 6-A. STUDENT MANUAL

The following is the 2013-2014 student manual given to all freshmen.



LOYOLA UNIVERSITY NEW ORLEANS
SCHOOL OF MASS COMMUNICATION

Student Resource Manual
2013-2014

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 understand the importance of 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. The success of your time here depends on your efforts and on your wise use of the opportunities offered to you. 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.** You are responsible for learning university and college regulations as stated in the Loyola University Undergraduate Bulletin. The information that follows is intended for quick, easy reference to some of the more important academic policies of Loyola and the SMC.

CURRICULUM

All Loyola students take courses from our Common Curriculum. These required courses reflect the Jesuit vision of education and serve to provide a foundation in genuinely humanistic learning – in philosophy, religious studies, literature, history, the sciences and the arts – complementing the major fields of study of every undergraduate's program.

At the School of Mass Communication, students are both educated and trained to combine critical awareness and make decisions with technical and organizational competence. With our sequences in journalism and strategic communications, students gain the technical competency and the ability to provide vision and leadership in the complex field of communications. We also offer a minor in mass communication that can be tailored to your area of interest in the field.

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:

Dr. Sonya Duhe, director, 865-3450, sduhe@loyno.edu

Laura Beatty, student services coordinator, 865-3431, labeatty@loyno.edu

FULL TIME FACULTY

Valerie Andrews	Public Relations	865-3427	C/M 310
Lisa Collins	Journalism	865-2012	C/M 309
Lisa Martin	Journalism	865-2179	C/M 407
David Myers	Theory/Research	865-3296	C/M 406
Andrew Nelson	Public Relations	865-3289	C/M 311
Leslie Parr	Journalism	865-3649	C/M 306
Cathy Rogers	Public Relations	865-3297	C/M 309
Bob Thomas	Environmental Comm.	865-2107	C/M 327
David Zemmels	Digital Comm.	865-3632	C/M 412

PART-TIME FACULTY

Cheryl Dejoie-Lacaba	Layout and Design	cdlacabe@clarionherald.org
Michael Giusti	Journalism	mdgiusti@loyno.edu
Tamar Gregorian	PR/Advertising	tamar@themarketing-hub.com
Jeffrey Ory	Ad Team	jeffrey@jeffreyory.com
Reid Steinberg	Advertising	rsteinberg@icon-intl.com
Scott Sternberg	Comm. Law	ssternberg@bhbmlaw.com

SUPPORT SERVICES

Loyola offers many support services, both academic and non-academic. The Writing Across the Curriculum Lab offers assistance with writing projects for all courses. The Mathematics Department sponsors a lab for students needing extra help. Both labs have extensive evening and weekend hours.

The Academic Resource Center offers a variety of services, including tutoring, study skills classes and testing for all subjects. The Career Development 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 to all students at the University Counseling Center. University Ministry provides many activities to enhance student life at Loyola as well as support for students.

ABOUT MASS COMMUNICATION

MASS COMMUNICATION MAJORS

Required Core Courses for All Sequences

A100	Introduction to Mass Communication
A101	Communication Writing
A201	Digital Communication
A401	Law of Mass Communication
A484	Seminar in Mass Communication Ethics
A491	Internship/Practicum*
A492	Senior Seminar in Mass Communication

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

Strategic Communications Core: Advertising/PR

A260	Intro to Layout & Design
A326	Research in Advertising and PR
A334	Strategic Problem Solving in Advertising and PR

Advertising Sequence

Strategic Communications core plus:

A310	Advertising Principles
A311	Advertising Copywriting
A313	Media Planning
A414	Advertising Capstone: Ad Campaigns

Public Relations Sequence

Strategic Communications core plus:

A250	Beginning Reporting
A316	Public Relations
A317	Writing for Public Relations
A418	PR Campaigns

Plus choose two communication elective classes

Journalism Sequence

A250	Journalism
A265	Photography
A266	Videography
A350	Advanced Journalism
A490	Journalism Capstone

Plus choose three communication elective classes

SOCIAL MEDIA

Website	http://css.loyno.edu/masscomm/
Blog	MASS COMMents
Facebook	Loyno School of Mass Communication
Twitter	@loyno_masscomm

GRADE REQUIREMENTS

Students must get a C or better in any mass communication course that is a prerequisite for another course. You must retake the course if you get less than a C before you can take the next course in the sequence.

HOW TO DECLARE A MAJOR

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

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.

MINOR IN MASS COMMUNICATION

Mass Communication (CMMN) 21 hrs.

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

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

INDEPENDENT STUDY

An independent study (CMMN A499) is an area or topic you want to explore in depth; it will normally flow out of course work that has provided a familiarity with the general area. The subject matter is something you wish to pursue outside the scope of regularly scheduled classes.

An independent study is not a means of avoiding the normal work of a scheduled class. Indeed, the expectation of time commitment is the same. You cannot get independent study credit for a class currently offered.

You should understand that no professor is obligated to direct an independent study. The independent study projects constitute an overload situation for the faculty member.

Independent studies include 45 hours of course work per credit hour. This figure includes class attendance, assignments, papers, exams and tests. Thus, a three-hour independent study would have a time commitment of approximately 135 hours.

Most independent studies will involve far more reading than the average class entails. Course material may also include videos. Independent studies typically involve considerably more writing assignments than a regular class. You and the professor will agree on the amount of writing the course demands.

The professor directing the independent study should meet with you every week or two. This should be a regularly scheduled meeting of at least 15 minutes duration.

Every independent study requires a written proposal in the approved format. See the SMC office for the approved forms.

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 through the internship course, CMMN A491, is required. A student can take the course three times for a maximum of three credits.

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 cannot receive retroactive credit for any internship.

You may add the internship course during the pre-registration or add/drop period just as you would any other course.

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: Prof. Andrew Nelson, adviser, nelson@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://loyolanolaprrsa.yolasite.com>.

CONTACT: Dr. Cathy Rogers, adviser, 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, adviser, 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 electronic 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 journalism and mass communication. The Greek letters mean "the truth will prevail." The letters also point to three English words – knowledge, truth, accuracy – that are the foundations of good journalism and mass communication practices. 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.

CONTACT: Dr. Leslie Parr, adviser, parr@loyno.edu

The Maroon

The Maroon is Loyola University New Orleans' award-winning student newspaper (www.loyolamaroon.com).

CONTACT: Prof. Michael Giusti, adviser, mdgiusti@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

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. Past sponsors have included Toyota, Pizza Hut, Hallmark, VISA, JCPenney and State Farm. As part of the project, students develop a comprehensive campaign for the client including research, creative ideas and media recommendations. In addition to preparing a professional plans book, they travel to compete at the District 7 competition in April. Our district includes Alabama, Mississippi, Louisiana, Georgia and Tennessee.

CONTACT: Jeffrey Ory, adviser, jeffrey@jeffreyory.com

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. Past sponsors have included Nutella, Contiki Travel, VISA, Ally Financial, the U.S. Census and Big Brothers Big Sisters. Over the past eight years, the Loyola University New Orleans team has placed in the finals every year and won the national championship five times including 2009 and 2012.

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

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.

The R. Tom Bell Award for the Outstanding Print 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 Shawn M. Donnelley Center for Nonprofit Communications 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 during the current year or their time at the university.

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.

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: Prof. Valerie Andrews, director,
vandrews@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

CENTER FOR THE STUDY OF NEW ORLEANS

The Center for the Study of New Orleans promotes research into the city's history, culture and society through public events, research and also through courses offered in the Study of New Orleans minor.

The center's goal is to promote a critical understanding of New Orleans and offer an opportunity to aid its renewal while engaging Loyola students in their new community.

CONTACT: Dr. Leslie Parr, director, parr@loyno.edu

COURSE PREREQUISITE CHART

<i>Course No.</i>	<i>Course</i>	<i>Prerequisite</i>
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 and A201 with a minimum grades of C
A251	News Editing	A250 with a minimum grade of C
A260	Intro to Layout & Design	A201 with a minimum grade of C
A265	Photography	A201 with a minimum grade of C
A266	Videography	A265 with a minimum grade of C
A310	Advertising	A101 with a minimum grade of C
A311	Advertising Copywriting	A201 and A310 with minimum grades of C
A313	Advertising Media Planning	A310 with minimum grade of C
A316	Public Relations	A101 with minimum grade of C
A317	Writing for Public Relations	A250 and A316 with minimum grades of C
A326	Research for Ad and PR	A310 or A316 with minimum grade of C
A334	Problem Solving for Ad and PR	A326 with a minimum grade of C
A335	Strategic Event Planning & Promotion	junior standing
A350	Advanced Journalism	A250, A265 and A266 with a minimum grades of C
A351	Advanced Editing	A251 with a minimum grade of C, junior standing
A352	Interpretive Writing	A101 with minimum grade of C
A354	Feature Writing	A101 and A201 with a minimum grades of C
A355	Covering the Courts	A101 with minimum grade of C
A356	Covering the Environmental Beat	A101 with minimum grade of C
A359	Advanced Journalism Lab	A201 and A250 with minimum grades of C, plus one other journalism course
A360	Advanced Layout & Design	A260
A368	Photojournalism	A201
A369	Documentary Photography	A265 with a minimum grade of C
A380	Current Trends in Practice	A101 with a minimum grade of C
A400	Mass Comm Theory & Research	A101 with a minimum grade of C, junior standing
A401	Law of Mass Communication	A101 with a minimum grade of C, junior standing
A410	Nonprofit Communication	Junior standing
A414	Advertising Campaigns	A260, A311, A326 and A324 with minimum grades of C, junior standing
A415	Advanced Ad Campaigns	Permission of Advertising sequence head
A418	PR Cases and Campaigns	A326, A324 and A317 with minimum grades of C, junior standing
A419	Advanced PR Campaigns	Permission of Public Relations sequence head
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
A490	Journalism Capstone	A350 with a minimum grade of C
A491	Internship	Sophomore standing
A492	Senior Seminar in Mass Comm	Senior standing
A496	Seminar/Workshop	Special arrangements required, permission of director
A499	Independent Study	Formal proposal required, permission of director

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DEGREE PROGRAM COURSE LIST

NAME: _____
ID: _____

DPCL (Degree Program Course List)
B.A. MASS COMMUNICATION
Date: _____
Advisor: _____

English placement is: _____
A100 _____
T122 _____
Exempt 3 hours for ENGL-T122 _____
Math placement is: _____
A092 _____
T122 _____
Exempt 3 hours for MATH-T122 _____

COMMON CURRICULUM - 48 Hours

INTRODUCTORY REQUIREMENTS (courses numbered T122-T125)

Course No	Hrs	Cr'd
Freshmen Year Experience T121	3	
ENGL T122	3	
HIST I T122 Global Hist I or T124 Global Hist II*	3	
MATH T122 / A115	3	
PHIL I T122	3	
REL I T122 Relig. of the World or T124 Christianity & Society	3	
Science T129 The Science Process	3	
* Choice determines ACC history course		
<i>(Prerequisite ENGL-T122)</i>		

ADVANCED REQUIREMENTS (courses numbered J 200-499)

Course No	Hrs	Cr'd
WAL: Writing About Literature History II	3	
<i>(Modern or pre-modern depending on History I)</i>		
Philosophy II	3	
Religion II	3	
Creative Arts & Culture	2	
Social Science	3	
Natural Science	3	
Natural Science Lab	1	
Foundational Ethics	3	

FOREIGN LANGUAGE

Placement level _____ 3
Plus one _____ 3
6 hours

*Courses include spoken language A100, A101, A200, A201; Classical languages A100, A101, A251-A499.

MAJOR 40 Hrs.

CORE COURSES	15 Hrs.
Intro Mass Comm	3
A100	
Comm Writing	3
A101	
Digital Comm	3
A201	
Law Mass Comm	3
A401	
Sem. Ethics	3
A484	
Internship	1
A491	
Senior Sem.	1
A492	

STRATEGIC COMMUNICATIONS	7 Hrs.
ADVERTISING or PR CORE	
Intro to Layout & Design	3
A260	
Research	2
A326	
Prob. Solving	2
A334	

SEQUENCES

JOURNALISM 25 Hrs.

Journalism	3
A250	
Photography	2
A265	
Videography	2
A266	
Advanced Journalism	3
A350	
Journalism Capstone	3
A490	

Choose one:
History of journalism or History of photography 3
Choose three more communication courses 3

PUBLIC RELATIONS 18 Hrs.

Beginning Reporting	3
A250	
Public Relations	3
A316	
Writing for Public Relations	3
A317	
PR Campaigns	3
A418	

Choose two more communication courses 3

ADVERTISING 18 Hrs.

Ad Principals	3
A310	
Ad Copywriting	3
A311	
Media Planning	3
A313	
Ad Campaigns	3
A414	

Choose two more communication courses 3

Limits in major: No more than 40 hours will count toward the 120 required for degree. Courses used in the major cannot also be used to satisfy requirements for a minor

MINOR: Mass Communication
students must complete a minor:
MINOR 18-24 Hrs.

ELECTIVES 5-11 Hrs.

3
3
3
3
3
3

GPA: Must achieve 2.0 in major, minor and Loyola cumulative.

Comm Carr	5Hrs.
Major	40 Hrs.
Minor	18-24 Hrs.
General Electives	5-11 Hrs.
Total	120 Hrs.

Students must get a C or better in any mass communication course that is a prerequisite for another course or they must repeat the prerequisite course.

MATH A092 will not be used in total hours needed for degree