LOYOLA UNIVERSITY NEW ORLEANS
SCHOOL OF MASS COMMUNICATION
Student Resource Manual
2015-2016

DEGREE PROGRAM COURSE LIST

MAJOR 40 Hrs.

CORE COURSES

15 Hrs.

Intro Mass Comm
Comm Writing
Digital Comm
Law Mass Cmmn
Sem. Ethics
Internship
Senior Sem.

SEQUENCES

JOURNALISM

25 Hrs.

Journalism
Photography
Videography
Advanced Journalism
Journalism Capstone
Choose one:
History of journalism
History of photography
Choose three more communication courses

STRATEGIC COMMUNICATIONS

Advertising or PR

7 Hrs.

Intro to Layout & Design
Research
Prob. Solving

PUBLIC RELATIONS

18 Hrs.

Beginning Reporting
Public Relations
Writing for Public Relations
PR Campaigns

Choose two more communication courses

ADVERTISING

18 Hrs.

Ad Principals
Ad Copywriting
Media Planning
Ad Campaigns

Choose two more communication courses

Limits in major:
No more than 48 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.


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

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

INTRODUCTORY REQUIREMENTS (courses numbered T122-T125)

Course No. Hrs. Grd.

Freshmen Year Experience T121 T122
ENGL T122
HIST I T122

T124
MATH T122
PHIL I T122
RELS I T122

T124
Science T129

*Choice determines ACC history course

27 hours

ADVANCED REQUIREMENTS (courses numbered J 200-499)

Course No.     Hrs.     Grd.

WAL: Writing About Literature ______________       3      _____

History II______________       3      _____

(Modern or pre-modern depending on History I)

Philosophy II______________       3      _____

Religion II______________       3      _____

Creative Arts & Culture ______________       3      _____

Social Science ______________       3      _____

Natural Science______________ 3      _____

Foundational Ethics ______________       3     _____

24 hours

FOREIGN LANGUAGE*

Placement level

Plus one

6 hours

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

NAME: _______________________________________________

ID: _______________________________________________

DPCL (Degree Program Course List)

Date: ___________________

B.A. MASS COMMUNICATION

Adviser: ___________________

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

Comm Curr 51Hrs.

Major 40 Hrs.

Minor 18-24 Hrs

General Electives 5-11 Hrs

Total 120 Hrs.
Undergraduate Bulletin

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. This booklet was developed by 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 diversity in 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. Understand an understanding of professional ethical principles and work ethically in the communications professions in which they work.

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 clearly and correctly 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.

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.

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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 humanistic learning – in philosophy, religious studies, literature, history, the sciences and 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 compete critically, creatively and independently in 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.

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

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

Rachel Washington, assistant to the director, 865-3633, rwashington@loyno.edu

In room CM 409 is Robert Racine, technology coordinator, 865-3290, mmraine@loyno.edu

FULL-TIME FACULTY

Valerie Andrews
Public Relations
865-3427
CM 310

Lena Collins
Journalism
865-2012
CM 309

David Myers
theory/Research
865-3296
CM 406

Andrew Nelson
Public Relations
865-3289
CM 311

Leslie Prado
Journalism
865-3649
CM 306

Cathy Rogers
Public Relations
865-3287
CM 309

Bob Thomas
Environmental Comm.
865-2107
CM 327

David Zemmels
Digital Comm.
865-3632
CM 412

PART-TIME FACULTY

Joe Duke
Communication Writing
joeduke@gmail.com

Cheryl Dejoie-Lacaba
Layout and Design
cdlacabe@clarionherald.org

Michael Giusti
Journalism
mdgiusti@loyno.edu

Jeffrey Ory
Ad
jeffrey@jory創造

Reid Steinberg
Advertising
rsteinberg@icon-intl.com

Stewart Sternberg
Comm. Law
sternberg@bzbblaw.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 resume and interview library.

Personal counseling is available at the University Counseling Center. University Ministry provides many activities to enhance student life at Loyola as well as support.

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.

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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
- A444 Seminar in Mass Communication Ethics
- A491 Internship/Practicum*
- A492 Senior Seminar in Mass Communication

*can be taken up to 6 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

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

Photography
- CMN 265 Photography
- CMN 368 Documentary Photography
- CMN 369 Digital Photography

Internship with photo emphasis

Sports Communications
- CMN 356 Sports communications
- CMN 357 Sports promotions

Internship with sports communications emphasis

Non-profit Communications
- CMN 410 Nonprofit communication
- CMN 380 Donnelly Center Nonprofit Work

Internship with non-profit emphasis

Environmental Communication:
- CMNN371 Covering the Environmental Beat
- CMNN475 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.

MINORS IN MASS COMMUNICATION

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

Mass Communication (CMNN): 18 hrs.
- Intro Mass Comm A100
  - Communication Writing A101
  - Digital Communication A201

CMNN 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 A286
  - Social Media Strategies A330
  - Internship A491

CMNN Elect*

*These courses (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

CMNN Elect*

CMNN Elect*

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

SOCIAL MEDIA
Website http://css.loyno.edu/masscomm/
Blog MASS COMMents Facebook Loyola School of Mass Communication
Twitter @loynoSMC
LinkedIn Loyola New Orleans School of Mass Communication
Pinterest Loyo SMC
Tumblr Loyonnsm.tumblr.com
Instagram @loynoSMC

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

in the 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.

STUDENT RECOGNITION IN THE SMC

SCHOOLS OF MASS COMMUNICATION • STUDENT RESOURCE MANUAL • 4

CENTERS IN THE SMC

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 environmental communication, to stimulate communication among environmental stakeholders, and to provide the public with fair environmental communication.

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

The Center for the Study of New Orleans
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.

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.

EMPHASIS AREAS

Photography
- CMN 265 Photography
- CMN 368 Documentary Photography
- CMN 369 Digital Photography

Internship with photo emphasis

Sports Communications
- CMN 356 Sports communications
- CMN 357 Sports promotions

Internship with sports communications emphasis

Non-profit Communications
- CMN 410 Nonprofit communication
- CMN 380 Donnelly Center Nonprofit Work

Internship with non-profit emphasis

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  - Communication Writing A101
  - Digital Communication A201

CMNN Elect*

CMNN 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 A286
  - Social Media Strategies A330
  - Internship A491

CMNN Elect*

*These courses (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

CMNN Elect*

CMNN Elect*

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

SOCIAL MEDIA
Website http://css.loyno.edu/masscomm/
Blog MASS COMMents Facebook Loyola School of Mass Communication
Twitter @loynoSMC
LinkedIn Loyola New Orleans School of Mass Communication
Pinterest Loyo SMC
Tumblr Loyonnsm.tumblr.com
Instagram @loynoSMC

ABOUT MASS COMMUNICATION

Environmental Communication: CMNNA371 Covering the Environmental Beat
CMNN475 Environmental Communication

Internship with environmental emphasis

SCHOOLS OF MASS COMMUNICATION • STUDENT RESOURCE MANUAL • 1
Section 3 – Academic Requirement 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 core 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 to your program. If course work appears under credits NOT used in Primary Degree Program, it must be used for this course requirement.

Section 4 – Work Not Applicable to this program: lists all invalid core courses which usually includes courses with a final grade of F 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 activation the advising form. 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. Course periods and administrative withdrawal 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 midterms, 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 as 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 summer register for courses offered in the same semester or is regularly offered at Loyola. Loyola students taking these courses must be enrolled in a minimum of 12 hours.

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 is 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.

The student’s academic file is maintained by the University’s policies on summer course approval. Summer course approvals by the department/school will not automatically receive the dean’s approval.

Internships
The SMC requires majors to gain additional skills and experience through professional internships. Internships can be taken for credit and for a fee. One internship through the internship course, CMMN 491, is required. A student can take an internship three times for a maximum of three credits. Additional internships are regulated by CMMN 493.

The course must be taken at the same time or prior to the actual internship experience. You may work at an internship during that semester. However, 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 Student 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://loynoprssa.org.

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 through support of press freedom and encourages students via scholarships, networking, and internship opportunities. Benefits include the monthly journal, national and regional conventions, professional development, membership in the Society of Professional Journalists and in the Society of New Orleans Press.

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

Radio Television Digital News Association
RTDNA is the world’s largest professional organization exclusive to journalists working in electronic news profession, consisting of more than 5,000 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. And it also gives student members special leadership 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 installs 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 and editors.

CONTACT: Prof. Lisa Collins, adviser, kholin@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. 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 Parn, adviser, gpar@loyno.edu

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

CONTACT: Prof. Michael Giusti, adviser, mgciusti@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, kholin@loyno.edu

The Wolf
The Wolf is Loyola University New Orleans’ student magazine (www.lalondeam.com/wolfmag). All students are welcome to join.

CONTACT: Prof. Michael Giusti, adviser, mgciusti@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, Faber-Castell, Miller Lite, and Space Station. 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 books, they travel to compete at the District 7 competition in April.

CONTACT: Jeffrey Orr, adviser, jeffrey@jeffreyorr.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 clients have included Nortel, Contiki Travel, Visa, Alliant Financial, the U.S. Census and Big Brothers Big Sisters. 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.