LOYOLA UNIVERSITY NEW ORLEANS
SCHOOL OF MASS COMMUNICATION
Student Resource Manual
2012-2013

DEGREE PROGRAM COURSE LIST

MAJOR 40 Hrs.

15 Hrs. CORE COURSES
- Intro Mass Comm A1003
- Comm Writing A1013
- Digital Comm A201 3
- Law Mass Cmmn A401 3
- Sem. Ethics A4841
- Internship A4911
- Senior Sem. A4921

25 Hrs. SEQUENCE

(Choice of sequence below and at right)

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.

ADVERTISING 25 Hrs.
- Intro to Layout & Design A2603
- Advertising A3103
- Advertising Copywriting A3113
- Media Planning A3133
- Research A3262
- Prob. Solving A3342
- Ad Campaigns A414
- Choose two communication elective courses

JOURNALISM 25 Hrs.
- Journalism A250 3
- Photography A265 2
- Videography A266 2
- Advanced Journalism A350 3
- Journalism Capstone A490 3
- Choose one:
  - History of journalism
  - History of photography
- Choose one:
  - A251 News Editing
  - A260 Intro Layout & Design
  - A351 Advanced Editing
  - A354 Feature Writing
  - A355 Covering the Courts
  - A356 Environmental Beat
  - A359 Adv. Journalism Lab
  - A360 Adv. Layout & Design
  - A368 Photojournalism
- Choose one:
  - A451 Media/Amer. Courts
  - A453 Amer. Women Jour.
  - A455 Media & Gender
  - A474 Ethics Mass Comm.
  - A475 Enviro. Comm.

PUBLIC RELATIONS 25 Hrs.
- Beginning Reporting A250 3
- Intro to Layout & Design A2603
- Public Relations A316 3
- Writing for Public Relations A317 3
- Research A3262
- Prob. Solving A3342
- PR Campaigns A4183
- Choose two communication elective courses

FOREIGN LANG 3 Hrs.
- A101 ______

Graduation requirement is the successful completion of an A101 foreign language course. If A100 is taken, the 3 credit hours will be applied toward electives.

MINOR: Mass Communication students must complete a minor.

18-24 Hrs.

COMMON CURRICULUM - 48 Hours

CODES

U – Hum/Arts (Pre-Modern)
V – Hum/Arts (Modern)
W – Beh/Soc Sci (Pre-Modern)
X – Beh/Soc Sci (Modern)
Y – Nat Sci (Pre-Modern)
Z – Nat Sci (Modern)

Comm Curr 48 Hrs.
Major 40 Hrs.
Foreign Language 3 Hrs.
Minor 18-24 Hrs
General Electives 5-11 Hrs.
Total 120 Hrs.
WELCOME

Welcome to Loyola University and 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 college years will depend vitally upon your own efforts and on your wise use of the opportunities that will be 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.

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 Duhé, director, 865-3450, sduhe@loyno.edu
Laura Beatty, student services coordinator, 865-3431, labeatty@loyno.edu
Bonnie McCellar, assistant to the director, 865-3430, mccellar@loyno.edu

FULL-TIME FACULTY

Valerie Andrews  Public Relations  865-3427  C/M 310
Dr. Yolanda Cal  Advertising  865-3321  C/M 308
Michael Giusti  Journalism  865-3325  C/M 328 E
Dr. David Myers  Theory/Research  865-3206  C/M 406
Andrew Nelson  Public Relations  865-3328  C/M 311
Dr. Leslie Parr  Journalism  865-3349  C/M 306
Dr. Mark Peeples  Journalism  865-2012  C/M 309
Dr. Cathy Rogers  Public Relations  865-3327  C/M 309
Dr. Bob Thomas  Environmental Comm.  865-2107  C/M 327
Dr. David Zemmels  Digital Comm.  865-3632  C/M 412

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 enrolled in Math 092. 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, including the opportunity to engage in the Loyola University Community Action Program.

SOCIAL MEDIA

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

Course No.  Course  Prerequisite
A100  Intro to Mass Communication  No prerequisite
A101  Communication Writing  ENGL T122 with a minimum grade of C
A200  Digital Communication  No prerequisite
A250  Journalism  A101 and A201 with a minimum grade of C
A251  News Editing  A201 with a minimum grade of C
A260  Intro to Layout & Design  A101 with a minimum grade of C
A265  Photography  A201 with a minimum grade of C
A266  Videography  A201 with a minimum grade of C
A310  Advertising  A101 with a minimum grade of C
A311  Advertising Copywriting  A101 and A310 with minimum grades of C
A312  Advertising Media Planning  A310 with minimum grade of C
A316  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 grade 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
A357  Advanced Journalism Lab  A201 and A250 with minimum grades of C, plus one other journalism course
A360  Advanced Layout & Design  A260
A365  Documentary Photography  A265 with a minimum grade of C
A368  Current Trends in Practice  A101 with a minimum grade of C
A370  Mass Comm Theory & Research  A101 with a minimum grade of C, junior standing
A400  Law of Mass Communication  A101 with a minimum grade of C, junior standing
A401  Nonprofit Communication  Junior standing
A413  Adv Campaigns  A260, A311, A326 and A342 with minimum grades of C, junior standing
A414  Advertising Campaigns  A326, A334 and A337 with minimum grades of C, junior standing
A415  Advanced Ad Campaigns  A326, A334 and A337 with minimum grades of C, junior standing
A418  PR Cases and Campaigns  A326, A334 and A337 with minimum grades of C, junior standing
A419  Advanced PR Campaigns  A326, A334 and A337 with minimum grades of C, junior standing
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
A456  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
A486  Journalism Capstone  A330 with a minimum grade of C
A490  Internship  A330 with a minimum grade of C
A491  Internship  A330 with a minimum grade of C
A492  Senior Seminar in Mass Comm  Senior standing
A493  Senior Seminar in Mass Comm  Special arrangements required, permission of director
A495  Independent Study  Formal proposal required, permission of director

ABOUT THE MASS COMMUNICATION MAJOR

1  Mass Communication Majors
How to Declare a Major
How to Declare a Minor
Minor in Mass Communication
Independent Studies

ADVISING IN THE SMC

2  General Advising Information

OPPORTUNITIES IN THE SMC

3  Internship Policies
Student Organizations
Competition Teams

STUDENT RECOGNITION

4  Student Awards

CENTERS IN THE SMC

4  Shawn M. Donnelly Center for Non-Profit Communications
Loyola University Center for Environmental Communication
Center for the Study of New Orleans

COURSE PREREQUISITE CHART

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DPC  back
STUDENT RECOGNITION IN THE SMC

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.

Journalism Sequence
A260 Journalism
A265 Photography
A266 Videography
A330 Advanced Journalism
Choose one
A430 History of Journalism or
A465 History of Photography
Choose one
A251 News Editing
A260 Intro to Layout & Design
A351 Advanced Editing
A354 Feature Writing
A355 Covering News Stories
A356 Covering the Environmental Beat
A368 Photojournalism
A359 Advanced Journalism Lab
A360 Advanced Layout & Design
A369 Documentary Photography
Choose one
A430 Media and American Courts
A453 American Women Journalists
A455 Media and Gender
A474 Ethics of Mass Communication
A475 Environmental Communications
A480 Current Trends
A494 Experimental Course
Plus choose communication elective class

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ABOUT MASS COMMUNICATION

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 to 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 2.0 GPA. (Transfer students must complete at least nine hours in a minor at Loyola and maintain a minimum of 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 A204
CMMN Elect* CMMN Elect*
CMMN Elect* CMMN Elect*
*These courses (non-common curriculum) to be selected with minor adviser.

INDEPENDENT STUDIES
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 project constitutes 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 nine 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 considerable 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.

CMMN Elect*
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. Course periods end, but 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 midterms, you may receive an admin- istrative 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 admin- istrative withdrawal, you must complete the course. You will re- ceive 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. Stu- dents may register for classes 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. You should check with your adviser to see if you are eligible for transfer credit to Loyola.

To add courses during the first 10 days, you must receive prior written permission. This may be obtained in
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.

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.
• Students’ grades in good academic standing in order to take courses elsewhere.
• Juniors and seniors are not allowed to take courses at community college.
• No courses will transfer to Loyola that have not received prior approval from the dean.

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