E-01. Minimum credits required by the institution for this degree

120 credits

E-02. Requirements and electives in the public relations program, including credits per course, frequency of offerings and measures of assessment for each course

40 hours (21 mass communication, 13 public relations, 6 elective)

21 hours mass communication:

- 3 credits - CMMN A100 Intro to Communication: 2 times/year, 3 exams, 3 credits
- 3 credits - CMMN A101 Comm/Media Writing: 2 times/year, writing assignments, 3 credits
- 3 credits - CMMN A201 Digital Communications: 2 times/year, projects, 3 credits
- 3 credits – CMMN A250 Journalism: 2 times/year, writing & video assignments, 3 credits
- 3 credits – CMMN A260 Layout&Design: 2 times/year, projects, 3 credits
- 3 credits - CMMN A401 Law of MassComm: 2 times/year, 2 exams & case briefs, 3 credits
- 1 credit - CMMN A484 Seminar in Mass Comm Ethics: 1 time/year, writing assignments, 1 credit
- 1 credit*- CMMN A491 Internship/Practicum: 2 times/year, writing assignments, 1 credit
- 1 credit - CMMN A492 Senior Seminar in Mass Comm: 1 time/year, writing assignments & portfolio, 1 credit

*The internship can be taken for up to 3 credits

13 hours public relations:

- 3 credits – CMMN A316 Public Relations Principles: 2 times/year, 4 exams & project, 3 credits
- 3 credits – CMMN A317 Public Relations Writing: 1 time/year, writing assignments, 3 credits
- 2 credits – CMMN A326 Research in Adv & PR: 2 times/year, 2 exams & project, 2 credits
- 2 credits – CMMN A334 Strategic Problem Solving in Advertising & PR: 1 time/year, case briefs & 1 exam, 2 credits
- 3 credits – CMMN A418 PR Capstone: PR Campaigns or CMMN A419 Advanced PR Campaigns (Bateman): 1 time/year, plans book & presentation, 3 credits

6 hours electives:

- 3 credits – CMMN A265 Photography: 1 time/year, photo assignments & 1 exam, 3 credits
- 3 credits – CMMN A266 Videography: 1 time/year, 2 exams & news package, 3 credits
- 3 credits – CMMN A310 Advertising: 1 time/year, 2 exams & writing assignments, 3 credits
- 3 credits – CMMN A313 Media Planning: 1 time/year, writing assignments, exam & project, 3 credits
- 3 credits – CMMN A335 Strategic Event Planning: 1 time/year, writing assignments, 3 credits
3 credits – CMMN A360 Advanced Layout & Design biennially & promotions project projects
3 credits – CMMN A369 Documentary Photography biennially 1 exam, photo essay
3 credits – CMMN A354 Feature Writing biennially exams and paper
3 credits – CMMN A400 Theories of Mass Comm biennially writing assignments
3 credits – CMMN A410 Nonprofit Communications 1 time/year writing assignments & project
3 credits – CMMN A451 Media & American Courts biennially writing assignments, project, 1 exam
3 credits – CMMN A455 Media & Gender 1 time/year writing assignments
3 credits – CMMN A475 Environmental Communication biennially writing assignments

E-03. Curricular and extracurricular experiential learning opportunities for students

Internships, practicum, service learning, Donnelley Center for Nonprofit Communications

E-04. Statement of the inclusion of ethics, diversity and global perspectives in the course content

Ethics
Seminar in Mass Communication Ethics, CMMN A484 is required of all students. Its course description reads, “…students will learn the five philosophical principles applicable to mass communication situations. Furthermore, the student should be able to identify ethical challenges facing the mass communication industry and learn the principles and codes available to help in ethical decision-making.

CMMN A100 includes a unit on mass communication ethics, public relations ethics and advertising ethics.
CMMN A310 includes a unit on advertising ethics.
CMMN A316 includes a unit on public relations ethics.
CMMN A334 includes a unit on ethical issues in advertising and public relations.

Diversity
The following core courses include diversity issues (gender, race, ethnicity and sexual orientation in a domestic society in relation to mass communications):

CMMN A100 includes a unit on cultural stereotyping and on diversity.
CMMN A101 includes a unit on advertising and diversity, a reading assignment on race and the news and a writing assignment.
CMMN A401 covers hate speech and RAV v. City of St. Paul, which dealt with the burning of a cross in an African-American family's front yard. The professor also discusses the KKK and the International Society for Krishna Consciousness.
CMMN A484 includes a unit on diversity, a guest speaker and two assignments.

Other courses to include diversity issues are:
CMMN A310 includes a unit on advertising and understanding diverse and global audiences.
CMMN A316 includes a unit on diversity.
CMMN A317 includes a unit on writing for diverse and global audiences.
CMMN A334 includes a unit on international and intercultural communication.

All capstones: CMNA A414, A415; CMMA A418, A419; CMNA A490 address
diversity.
The SMC also offers elective courses such as Media and Gender (CMMN A455) and International Journalism (CMMN A473).

**Global perspectives**
The following mass communication core courses in the school include diversity issues on a global level and are specified on the course syllabi:

- **CMMN A100** includes a unit on cultural stereotyping and on global communication.
- **CMMN A101** suggested reading assignment on multiculturalism and the news.
- **CMMN A401** focuses on diversity of thought/race/gender and making sure that students are accepting and willing to learn about mass communications law on a background of something they may not like (like burning an American flag, for instance).

Other courses to include global perspectives are:
- **CMMN A310** includes a unit on advertising and understanding diverse and global audiences.
- **CMMN A316** includes a unit on global communications.
- **CMMN A317** includes a unit on writing for diverse and global audiences.
- **CMMN A334** includes a unit on international and intercultural communication.

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**E-05. Faculty-student ratio for survey and skills classes during each of the last three years**

<table>
<thead>
<tr>
<th>Survey courses</th>
<th>12-13</th>
<th>11-12</th>
<th>10-11</th>
</tr>
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<tbody>
<tr>
<td>CMMN A100 Intro to Communication</td>
<td>68:1</td>
<td>69:1</td>
<td>31:1</td>
</tr>
<tr>
<td>CMMN A316 Public Relations Principles</td>
<td>24:1</td>
<td>28:1</td>
<td>16:1</td>
</tr>
<tr>
<td>CMMN A326 001 Research in Advertising &amp; PR</td>
<td>25:1</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>CMMN A334 Strategic Problem Solving</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>CMMN A401 Law of Mass Comm</td>
<td>30:1</td>
<td>28:1</td>
<td>29</td>
</tr>
<tr>
<td>CMMN A310 Advertising</td>
<td>NA</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>CMMN A400 Mass Comm Theory &amp; Research</td>
<td>NA</td>
<td>30:1</td>
<td>15:1</td>
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</table>

<table>
<thead>
<tr>
<th>Skills courses</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMN A101 Comm/Media Writing</td>
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<td>17:1</td>
<td>18:1</td>
</tr>
<tr>
<td>CMMN A201 Digital Communications</td>
<td>19:1</td>
<td>19:1</td>
<td>20:1</td>
</tr>
<tr>
<td>CMMN A250 Journalism</td>
<td>15:1</td>
<td>17:1</td>
<td>13:1</td>
</tr>
<tr>
<td>CMMN A260 Layout &amp; Design</td>
<td>20:1</td>
<td>17:1</td>
<td>17:1</td>
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<tr>
<td>CMMN A265 Photography</td>
<td>12:1</td>
<td>NA</td>
<td>18:1</td>
</tr>
<tr>
<td>CMMN A266 Videography</td>
<td>18:1</td>
<td>8:1</td>
<td>NA</td>
</tr>
<tr>
<td>CMMN A317 Public Relations Writing</td>
<td>15:1</td>
<td>16:1</td>
<td>12:1</td>
</tr>
<tr>
<td>CMMN A318/418 PR Capstone: PR Campaigns</td>
<td>15:1</td>
<td>6:1</td>
<td>6:1</td>
</tr>
<tr>
<td>CMMN A 360 001 Advanced Layout &amp; Design</td>
<td>NA</td>
<td>9:1</td>
<td>7:1</td>
</tr>
<tr>
<td>CMMN A369 001 Documentary Photography</td>
<td>NA</td>
<td>NA</td>
<td>15:1</td>
</tr>
<tr>
<td>CMMN A354 001 Feature Writing</td>
<td>NA</td>
<td>NA</td>
<td>12:1</td>
</tr>
<tr>
<td>CMMN A319/419 Advanced PR Campaigns</td>
<td>5:1</td>
<td>5:1</td>
<td>5:1</td>
</tr>
</tbody>
</table>
E-06. Alumni – a sample of 20 graduates with email addresses and phone numbers

Christine Albert, AVP, marketing and development
Touro Infirmary, New Orleans
christine.albert@touro.com, 504-897-8263

Nathan Boudreaux, senior manager, sponsorship services and grants
USA Football, Indianapolis
nboudreaux@usafootball.com, 317-489-4420

Cathy Caldeira, partner
Metis Communications, Boston & Raleigh/Durham, N.C.
cathy@metiscomm.com, 978-590-9195

Kimberly Gill Clewis, communications manager
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kimberly.clewis@ipaper.com, 910-362-4887

Meg Courtney, director of provider relations
Peoples Health, Metairie, La.
meghan.courtney@peopleshealth.com, 504-681-8812

Jen Costa, manager of public and media relations
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Michael Cowen, senior account executive
krispr communications, a Dan Edelman Company, Chicago
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John Deveney
Deveney Communication, New Orleans
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Angie Dyer, public relations/graphics specialist
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Ryan Furby, corporate affairs
Philip Morris, International, Lucerne, Switzerland
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Heather Gitlitz, account supervisor
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hgitlitz@spectrumscience.com, 973-615-5713

Kate Gremillion, assistant account executive
Hill & Knowlton Strategies, Dallas
Kate.gremillion@gmail.com, 225-931-6420

Kat Haro, interactive media manager
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Mary Beth West Hamilton, vice president of marketing
Eze Castle Integration, Boston
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Jacqueline Bodet Hancock, corporate communication and website specialist
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Laura Horne, senior analyst
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Danielle Latimer, account coordinator
Sheila Donnelly and Associates, Honolulu
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Danny Mazier, PR and marketing manager
Sovereign Brands /Armand de Brignac Champagne, New York
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Molly Mazzolini, partner
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molly@infinitescale.com, 801-673-3294

Natalie Cross Mesko, executive director
Seeds of Hope Charitable Trust, Denver
natalie.mesko@yahoo.com, 720-317-3364

Jeffrey Ory, president/CEO
il Stratego, New Orleans
jeffrey@jeffreyory.com, 504-458-5866
Christine Rivera Rodrigues, public relations and promotions manager
Miami Seaquarium
crodriguez@msq.cc, 305-213-0993

Cheryn Robles, community outreach specialist
Department of Public Works, New Orleans City Hall
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Marilyn Cosenza Rose, manager of practice development
Morgan, Lewis & Bockius LLP, Greater Philadelphia Area
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Katie Eisenhart Schaeffer, senior communications advisor
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Janine Sheedy, public relations specialist
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Arianne Torres-Schneider, project manager
Peter Mayer, New Orleans
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Ashley Stevens, account executive
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Ashley.stevens@thefoodgroup.com, 972-922-6981

Lana Stevens, community coordinator
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Colin Taschler, account coordinator
Access Communications, Weber Shandwick, San Francisco
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Marimar Velez, assistant account executive
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Vicki Voelker, communications strategist, social media specialist
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Vicki@GambelPR.com, 504-324-4242 cell 985-373-8129
E-07. Internship providers – a sample of 10 providers with e-mail addresses and telephone numbers

**American Heart Association**
Linzy Cotaya, linzy.cotaya@heart.org, 770-612-6201

**Brylski Company**
Cheron Brylski, cбрylski@aol.com, 504-525-3592

**Beuerman Miller Fitzgerald**
Virginia Miller, vmiller@e-bmf.com, 504-524-3342

**Bond PR & Brand Strategy**
Jennifer Bond, jennifer@bondpublicrelations.com, 504-897-0462

**Deveney Communication**
John Deveney, deveney@deveney.com, 504-949-3999

**The Ehrhardt Group**
Marc Ehrhardt, marc@theehrhardtgroup.com, 504-558-0311

**Gambel Communications**
Betsie Gambel, betsie@gambelpr.com, 504-324-4242

**Il Stratego**
Jeffrey Ory, ABC, APR, jeffrey@jeffreyory.com, 504-458-5866

**Ketchum Atlanta**
Melinda Adams, Melinda.Adams@ketchum.com, 202-835-9434

**Tales of the Cocktail**
Michelle Dunnick, michelle@talesofthecocktail.com, 337-549-5969

**Touro Infirmary**
Christine Albert, christine.albert@touro.com, 504-897-8263

**Zehnder Communications**
Jeff Zehnder, jzehnder@z-comm.com, 504-558-7778

E-08. Employers of graduates

*Atlantic Records*
**Sheila Richman**, senior VP, publicity
Sheila.richman@atlanticrecords.com, 212-707-3063

*Department of Public Works, City of New Orleans*
**Mark D. Jernigan**, P.E., PMP, LTC(Ret), director, Department of Public Works
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Gambel Communications, New Orleans
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Krispr communications, a Dan Edelman Company, Chicago
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Peoples Health
Christen Turkowski
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Philip Morris International
Alexandra Castelo Branco
Alexandra.Branco@pmi.com, +41 (58) 242 9788

Sovereign Brands, LLC, New York City
Scott Cohen, director of marketing
scottcohen@sovereignbrands.com, 212-343-8366

Tales of the Cocktail
Ann Tuennerman
ann@talesofthecocktail.com, 504-948-0511

Touro Infirmary
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christine.albert@touro.com, 504-897-8263

Uptown PR
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gdouglass@uptown-pr.com, 504-496-8314

Weber Shandwick Dallas
Amber Cradduck
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E-09. Faculty in other programs – a sample of 10 colleagues familiar with the public relations program with e-mail addresses and telephone numbers

Kate Adams, Ph.D., English, kadams@loyno.edu, 504-865-3841
Kim Ernst, Ph.D., Psychology, kemst@loyno.edu, 504-865-3560
Ashley Francis, M.B.A., College of Business, afrancis@loyno.edu, 504-864-7926
Angie Hoffer, College of Business, abrocato@loyno.edu, 504-864-7022
Marcus Kondkar, Ph.D., Sociology, kondkar@loyno.edu, 504-865-2572
Melanie McKay, Ph.D., Faculty Affairs, mckay@loyno.edu, 504-864-7197
Mike Pearson, Ph.D., College of Business, pearson@loyno.edu, 504-864-7938
Laurie Phillips, Monroe Library, phillips@loyno.edu, 504-864-7833
John Snyder, College of Music, jsnyder@loyno.edu, 504-865-3984
Malia Willey, Monroe Library, mewilley@loyno.edu, 504-864-7138
E-10. **For the master’s level, titles of a sample of 10 recent student theses/dissertations**

Not applicable.

E-11. **For the master’s level, citations for any recently published student works**

Not applicable.

E-12. **For the master’s level, a statement about the capstone experience, which could be a thesis/dissertation and/or project and/or comprehensive exam**

Not applicable.

E-13. **Methods of measuring the achievements of program objectives**

The unit has assessed particular student learning in past years, but it wasn’t until 2011, under a revised curriculum, that the school began applying all of these assessment measures:

- SMC Senior Exit Survey (indirect measure)
- University Exit Survey (indirect measure)
- SMC Alumni Survey (indirect measure)
- Capstone Course (direct measure)
- First Amendment principles and law test (direct measure)
- Ethical attitudes questionnaire (direct measure)
- Senior Portfolio (direct measure)
- Internship evaluation (direct measure)
- Awards (indirect measure)
- Student Job Placement/employment data (indirect measure)

Since the entering cohort of students has not graduated, it should be noted that for assessment purposes, the school has used past data along with the new cohort data to measure success.