
Section E. INFORMATION ABOUT THE CURRICULUM

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.

MASS COMMUNICATION CORE

<i>credits</i>	<i>course number/name</i>	<i>annual offerings</i>	<i>assessment(s)</i>
3	CMMN A100 Intro to Communication	1	exams, assignments
3	CMMN A101 Comm/Media Writing	5	writing assignments
3	CMMN A201 Digital Communications	4	projects
1	CMMN A291 Internship/Practicum	2	portfolio, reflection
3	CMMN A401 Law of Mass Comm	1	2 exams, case briefs
1	CMMN A484 Seminar in Mass Comm Ethics	1	project, Certification in Ethical Leadership
1	CMMN A492 Senior Seminar in Mass Comm	1	portfolio

PUBLIC RELATIONS CORE

<i>credits</i>	<i>course number/name</i>	<i>annual offerings</i>	<i>assessment(s)</i>
3	CMMN A260 Layout & Design	3-4	projects
3	CMMN A316 Public Relations	2	exams, writing
3	CMMN A313 Media Planning	1	project
3	CMMN A336 Strategic Content Creation	1	writing, projects
3	CMMN A326 Research in Advertising & PR	1	exams, assignments
3	CMMN A486 Brand Lab**	2	projects, clients
3	CMMN A419 Advanced PR Campaigns	1	PR practitioners, judges
3	CMMN A415 Advanced Ad Campaigns	1	ad practitioners, judges

*For Brand Lab capstone, A415 Advanced Ad Campaigns or A419 Advanced PR Campaigns can be substituted

PUBLIC RELATIONS ELECTIVES (7 hours)

<i>credits</i>	<i>course number/name</i>	<i>annual offerings</i>	<i>assessment(s)</i>
3	CMMN A255 Elements of AP Style	2	exams
3	CMMN A276 Photography	2	projects
3	CMMN A266 Videography	2	projects
3	CMMN A310 Advertising	1	exams, writing
3	CMMN A335 Strategic Event Planning & Prom.	1-2	exams, projects
3	CMMN A356 Sports Communication	1	projects
3	CMMN A 357 Sports Promotions	1	projects
3	CMMN A360 Advanced Layout & Design	1	projects
3	CMMN A 380 Drone Photography	1	exams, project, FAA test
3	CMMN A354 Feature Writing	1	writing assignments
3	CMMN A382 Social Media Strategies	2	assignments, projects, social media analytics
3	CMMN A410 Nonprofit Communication	1	projects
3	CMMN A455 Media & Gender	1	exams
3	CMMN A473 International Media Systems	1	exams
3	CMMN A475 Environmental Communication	1	reflections, field trips, projects

Student Learning Outcomes

The School uses the following student learning outcomes, or values and competencies to assess its program:

Values & Competencies

- 1** Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, 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 to assemble 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 communications
- 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 the 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 communication professions, audiences and purposes they serve
- 10** Critically evaluate their own work and that of others for accuracy and fairness, clarity and 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 and to understand the digital world

SMC Values & Competencies													
PUBLIC RELATIONS SEQUENCE													
CORE													
A100 Introduction to Mass Communication	1	2	3	4	5	6	7	8	9	10			
A101 Communication Writing	1		3	4	5	6	7		9	10		12	
A201 Digital Communication						6	7		9			12	
A291 Internship						6	7		9	10		12	
A401 Law of Mass Communication	1					6	7						
A484 Seminar in Mass Communication Ethics & Diversity	1		3	4		6	7	8	9	10			
A492 Senior Seminar				5	6	7		9	10		11	12	
PUBLIC RELATIONS sequence													
A260 Introduction to Layout & Design			3	4	5	6	7		9	10		12	
A316 Public Relations	1	2	3	4	5	6	7						
A313 Media Planning		2	3	4	5	6	7	8	9	10	11	12	
A326 Research in Advertising and PR			3	4	5	6	7	8	9	10	11	12	
A336 Strategic Content Creation			3		5		7	8	9	10		12	
A384 Brand Lab			3	4	5	6	7	8	9	10	11	12	
OR													
A415 Advanced Ad Campaigns (Ad Team)			3	4	5	6	7	8	9	10	11	12	
OR													
A419 Advanced PR Campaigns (Bateman Team)			3	4	5	6	7	8	9	10	11	12	

E-03. Curricular and extracurricular experiential learning opportunities for students
 (internship, practicum, cooperative education, service learning student-run agency/firm).

The School offers a plethora of experiential learning, including internships, practicums, capstones, service learning courses and opportunities through the Office of Community Engaged Learning, Teaching and Scholarship, the Brand Lab and the Shawn M. Donnelley Center for Nonprofit Communications. The School prides itself on a curriculum through which students work with real-world clients with real-world challenges.

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

Ethics

- Seminar in Mass Communication Ethics and Diversity, CMMN A484, is required of all students. This course is intended to be a capstone ethics course. While students have taken philosophy and learned principles of ethics and discussed diversity and inclusion issues in Loyola core and other courses, this course is to help students identify ethical challenges facing the mass communication industry and learn the principles and codes available to help

in ethical decision-making.

All but one of the required courses in the public relations curriculum includes ethics.

Diversity

All required courses in the public relations sequence 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.
- CMMNA 101 includes diversity issues.
- CMMN A484 includes lectures on diversity, guest speakers and assignments.

Other examples of courses to include diversity issues are:

- CMMN A313 includes a unit on understanding diverse and global audiences.
- CMMN A316 includes a unit on diversity.
- All capstones address diversity: CMMN A415; A419, A384 (A486).

The SMC also offers elective courses such as Media and Gender (CMMN A455).

Seminar in Mass Communication Ethics and Diversity, CMMN A484, is required of all students. Each must complete their Certification in Ethical Leadership to pass the course.

Starting in Fall 2019, the Shawn M. Donnelley Center for Nonprofit Communications has created a Diversity and Inclusion Manager to lead relevant issues with our nonprofit clients.

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.

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 A334 includes a unit on international and intercultural communication.
- CMMN A380 International Communication is entirely devoted to global perspectives and strategic communication issues.

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

All skills classes unless there are group projects have no more than 20 students in each class.

2018-2019

course #	course name	fall '18	spring '19
CMMN A100	Intro to Mass Communication 1:102	online	only
CMMN A101	Communication Writing	1:19	1:20
CMMN A260	Intro to Layout and Design	1:20, 1:17	1:19
CMMN A291	Mass Communication Internship	1:37	1:29
CMMN A401	Law of Mass Communication	1:20, 1:12	not offered
CMMN A484	Seminar: Ethics and Diversity	1:50	not offered
CMMN A492	Senior Seminar in Mass Comm.	not offered	1:53
CMMN A313	Media Planning	1:31	not offered
CMMN A326	Research in Advertising and PR	1:14	1:29
CMMN A384	Brand Lab	1:21	1:20 (team projects)
CMMN A419	Advanced Public Relations	not offered	1:5

2017-2018

course		fall '17	spring '18
CMMN A100	Intro to Mass Communication	1:89	1:21
CMMN A101	Communication Writing	1:19, 1:19	1:20, 1:21, 1:20
CMMN A260	Intro to Layout and Design	1:16, 1:15	1:17
CMMN A291	Mass Communication Internship	1:34	1:29
CMMN A401	Law of Mass Communication	1:25	1:19
CMMN A484	Seminar: Ethics and Diversity	1:38	not offered
CMMN A492	Senior Seminar in Mass Comm.	not offered	1:43
CMMN A313	Media Planning	not offered	not offered
CMMN A326	Research in Advertising and PR	1:19	1:14
CMMN A384	Brand Lab	1:6	not offered
CMMN A419	Advanced Public Relations	N/A	1:5

2016-2017

course		fall '16	spring '17
CMMN A100	Intro to Mass Communication	1:68	not offered
CMMN A101	Communication Writing	1:20, 1:11	1:20, 1:19, 1:13
CMMN A260	Intro to Layout and Design	1:14, 1:14	1:22
CMMN A291	Mass Communication Internship	1:37	1:29
CMMN A401	Law of Mass Communication	1:20, 1:20	1:25
CMMN A484	Seminar: Ethics and Diversity	1:27	1:7
CMMN A492	Senior Seminar in Mass Comm.	1:15	1:27
CMMN A313	Media Planning	1:11	not offered
CMMN A326	Research in Advertising and PR	1:19	1:16
CMMN A384	Brand Lab	not offered	not offered
CMMN A419	Advanced Public Relations	not offered	1:5

E-06. Alumni – a sample of 20 graduates with email addresses and telephone numbers.

Christine Albert, MPP, APR, senior vice president, marketing and communications
Touro Infirmary, New Orleans
cyalbert@gmail.com, 504-460-3822

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

Morgan Ballard, account coordinator
Archetype, Los Angeles
morgannballard@gmail.com, 504-388-0984

Brandi Boatner, social and influencer communications lead, global markets
IBM CHQ communication, New York City
brandiboatner@gmail.com, 914-765-2358

Nathan Boudreaux, executive director/CEO
USA Water Ski & Wake Sports, Lakeland, Florida
nateboudy@yahoo.com, 216-410-2906

Vicki Voelker Bristol, APR, communications manager
New Orleans Convention and Visitors Bureau (neworleans.com)
vbristol@neworleans.com, 985-373-8129

Jen Costa, senior director, marketing
RPX Corporation, San Francisco
jencosta03@gmail.com, 202-436-6076

Michael Cowen, senior account supervisor
MSL Group, Chicago
mwcowen@gmail.com, 254-760-0671

Ashley White Fryer, principal
Ashley White Public Relations, Austin, Texas
ashleywhite@ashleywhitepr.com, 347-228-4334

Ryan Furby, partner, corporate affairs practice lead
ArchPoint Group, New Orleans
ryanfurby@gmail.com, 337-501-1478

Mary Beth West Hamilton, vice president of global marketing
Eze Castle Integration, Boston
mhamilton@eci.com, 857-991-1053

Kristen (Kat) Haro, interactive media manager
MeringCarson Holdings, Sacramento
keharo@gmail.com, 916-494-8694

Molly Mazzolini, partner, director of brand integration
Infinite Scale, Salt Lake City
molly@infinitescale.com, 801-673-3294

Natalie Cross Mesko, vice president
CCS Fund Raising, Denver
nmesko@cssfundraising.org, 720-317-3364

Matt Pashby, account coordinator
Spears Group, New Orleans
pashbymathew@gmail.com, 650-576-8648

Crysten Price, digital marketing team lead
Search Influence, New Orleans
Crysten.price@gmail.com, 985-212-2808

Lauren Fincher Washington, market development manager
Comcast, Houston
laurendfincher@gmail.com, 281-753-7070

Regina Reyes, public relations coordinator
Harry Tompson Center, New Orleans
rrreyes121714@gmail.com, 505-264-9251

Janine Sheedy, manager, corporate communications
Grainger, Chicago
Janinesheedy@gmail.com, 262-573-7529

Alden Woodhull Tweeten, manager
Res Publica Group, Chicago
aldenwoodhull@gmail.com, 202-299-4945

Edward Wroten, marketing specialist
Sodexo, New Orleans
edwardwroten@gmail.com, 314-602-1501

E-07. **Internship providers – a sample of 10 providers with email addresses and telephone numbers.**

American Heart Association

Linzy Cotaya

linzy.cotaya@heart.org, 770-612-6201

Brylski Company

Cheron Brylski

cbrylski@aol.com, 504-525-3592

Beuerman Miller Fitzgerald

Virginia Miller

vmiller@e-bmf.com, 504-524-3342

Bond/Moroch 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

New Orleans & Company

Olivia Celata

ocelata@neworleans.com, 504-566-5065

Loyola University New Orleans Marketing Department

Angelique Dyer

addyer@loyno.edu, 504-861-5779

The Spears Group

Mathew Pashby Jr.

mathew@thespearsgroup.com, 504-304-8198

Renaissance Publishing, LLC

Kelly Massicot

Kelly@myneworleans.com, 504-830-7228

Zehnder Communications

Jeff Zehnder

jzehnder@z-comm.com, 504-558-7778

E-08. Employers of graduates – a sample of 10 employers with email addresses and telephone numbers

Gambel Communications, New Orleans

Betsie Gambel

betsie@gambelpr.com, 504-324-4242

Deveney Communication

John Deveney

deveney@deveney.com, 504-949-3999

The Ehrhardt Group

Marc Ehrhardt

marc@theehrhardtgroup.com, 504-558-0311

Krispr Communications, a Dan Edelman Company, Chicago

Chester Lantin

chester.lantin@edelman.com, 312-233-1318

PETERMAYER Advertising

Arianne White

whitea@peteramayer.com, 504-581-7191

The Spears Group

Ronald Evangelista

ronald@thespearsgroup.com, 504-304-8198

Sovereign Brands, LLC, New York City

Scott Cohen

scottcohen@sovereignbrands.com, 212-343-8366

Touro Infirmary

Christine Albert

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

United Way of Southeast Louisiana

Michelle Clarke Payne

michellep@unitedwaysela.org, 504-827-9258

Weber Shandwick Dallas

Amber Craddock

acraddock@webershandwick.com, 469-375-0242

E-09. Faculty in other programs – a sample of 10 colleagues familiar with the public relations program with email addresses and telephone numbers.

Kate Adams, Ph.D.

Professor, English

kadams@loyno.edu, 504-865-3841

Jeff Albert, M.F.A.

Chair, Music Industry

jvalbert@loyno.edu, 504-865-2606

Todd Bacile, Ph.D.

Assistant Professor, Marketing

tjbacile@loyno.edu, 504-864-7966

Kathy Barnett, Ph.D.

Associate Dean, College of Business

kbarnett@loyno.edu, 504-864-7968

Patrica Boyett, Ph.D.

Director, Women's Resource Center

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Michael Capella, Ph.D.

Dean, College of Business

mcapella@loyno.edu, 504-864-7990

Alice Clark, Ph.D.

Professor, Music History

avclark@loyno.edu, 504-865-3065

Kim Ernst, Ph.D.

Associate Professor, Psychology

kernst@loyno.edu, 504-865-3560

Marcus Kondkar, Ph.D.

Associate Professor, Sociology

kondkar@loyno.edu, 504-865-2572

Laurie Phillips, M.L.S., M.A.
Associate Dean, Monroe Library
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Liz Rainey, M.Ed.
Executive Director, Student Success
earainey@loyno.edu, 504-865-3595

Aimee Thomas, Ph.D.
Assistant Professor, Biological Sciences
akthomas@loyno.edu, 504-865-2873