# B.A. MASS COMMUNICATION

## English Composition Placement:
- ACT ENGL score 21 or above
- SAT Verbal score 501 or above
- Register for ENGL-T122

## ALEKS MATH COURSE PLACEMENT
- ACT ENGL score 21 or above
- SAT Verbal score 501 or above
- Register for ENGL-T122

## General Electives:
- ACT ENGL score 21 or above
- 76-100, Exemption from MathT122/A115
- Intro Mass Communication
- SAT Verbal score 501 or above
- CMMNA100

## Loyola Core - 39 Credits

### Foundation Courses
- First-Year Seminar T121
- Engl T122: Critical Reading and Writing
- Math A115: Finite Math or Math T122: Math Models
- Sci I: T129: Investigating Nature

### Knowledge/Values Courses
- Creative Arts and Cultures
- Hist I: T122/Emerging World or T124/Modern*
- Hist II:
- Phil I: Reasoning
- Phil II: Knowledge and Morality
- Rel I: Christian Theology
- Rel II: World Religions
- Social Science (fulfilled in major)
- Sci II: Natural Science in Context
- Writing About Literature

### Total: 12 Credits

## The B.A. in Mass Communication requires a minimum of 120 credit hours.

ACE-JMC accreditation standards mandate that mass comm majors have at least 72 hours outside the major, allowing no more than 48 hours from the major courses.

### GPA: 2.0 required in major, minor, and overall.
<table>
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<tr>
<th>Advertising or Public Relations</th>
<th>25 hours</th>
<th>Journalism</th>
<th>25 hours</th>
<th>Visual Communication</th>
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<tbody>
<tr>
<td>A260 Layout and Design</td>
<td>3____</td>
<td>A265 Photography</td>
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<tr>
<td>A310 Advertising or A316 Public Relations</td>
<td>3____</td>
<td>A266 Videography</td>
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<td>A265 Photography</td>
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<td>A313 Media Planning</td>
<td>3____</td>
<td>A250 Journalism (spring only)</td>
<td>3____</td>
<td>A266 Videography</td>
<td>3____</td>
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<td>A336 Strategic Content Creation</td>
<td>3____</td>
<td>A350 Adv. Journalism (fall only)</td>
<td>3____</td>
<td>A382 Social Media Strategies</td>
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<td>A326 Research in Ad and PR</td>
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<td><strong>Major Electives or Emphasis area</strong></td>
<td>7 hours</td>
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<td>10 hours</td>
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<td>13 hours</td>
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<td>Choose any communication courses or emphasis area</td>
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<tr>
<td>A482 Brand Lab or A415 Ad Team or A419 Bateman Team</td>
<td>3____</td>
<td>A490 Journalism Capstone (spring only)</td>
<td>3____</td>
<td>A482 Brand Lab or A415 Ad Team or A419 Bateman Team</td>
<td>3____</td>
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