Standard 2
Curriculum and Instruction

Executive summary:
The School provides a 120-hour curriculum that is innovative and current, and enables students to learn the knowledge and values and competencies defined by the Council for preparing students to work in a global and domestic society. Students must complete a 39-hour Loyola core, and 40 hours in the mass communication major, of which 15 hours is part of the mass communication core. The remaining hours are taken from minor hours and elective courses. The unit requires that students take a minimum of 72 hours outside the major.

1. Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations. Add lines for courses and categories as needed.

Number of hours/units required for graduation: 120
Number of hours/units required for major degree: 40
(A complete set of syllabi are available in the site team workroom.)

Core Courses for All Students in Program = 15 hours
1) (CMMN A100) Introduction to Mass Communication, 3 credit hours
2) (CMMN A101) Communication Writing, 3 credit hours
3) (CMMN A201) Digital Communication, 3 credit hours
4) (CMMN A291) Internship, 1 credit hour
5) (CMMN A401) Law of Mass Communication, 3 credit hours
6) (CMMN A484) Seminar in Mass Communication Ethics & Diversity, 1 credit hour
7) (CMMN A492) Senior Seminar in Mass Communication, 1 credit hour

Additional course in track/sequence that all students in track/sequence must take:
B.A. in Mass Communication Degree/Journalism (25 credit hours)
1) (CMMN A265) Photography, 3 credit hours
2) (CMMN A266) Videography, 3 credit hours
3) (CMMN A250) Journalism, 3 credit hours
4) (CMMN A350) Advanced Journalism, 3 credit hours
5) (CMMN A490) Journalism Capstone, 3 credit hours

Elective course or courses that must be taken within the track/sequence None
Elective courses that must be taken within the program Any 10 hours

Required outside of the accredited unit (39 credit hours, Loyola Core)
Foundation Courses = 12
1) First Year Seminar T121, 3 credit hours
2) English T122: Critical Reading and Writing, 3 credit hours
3) Math 114: Finite Math or Math T122: Math Models, 3 credit hours
4) Science I: T 129: Investigating Nature, 3 credit hours
Knowledge/Values Courses = 27 hours
5) Creative Arts and Cultures, 3 hours
6) History I: T122/Emerging World or T124/Modern, 3 hours
7) History 2: 3 hours
8) Philosophy 1: Reasoning, 3 hours
9) Philosophy 2: Knowledge and Morality, 3 hours
10) Religion 1: Christian Theology, 3 hours
11) Religion II: World Religions, 3 hours
12) Science Writing II: Natural Science in Context, 3 hours
13) Writing About Literature, 3 hours

A minor of the student's choice = 18 to 24 hours

B.A. in Mass Communication Degree/Advertising or Public Relations (25 credit hours)
1) (CMMN A260) Introduction to Layout and Design, 3 hours
2) (CMMN A310 or CMMNA 316) Advertising or Public Relations, 3 hours
3) (CMMN A313) Media Planning, 3 hours
4) (CMMN A336) Strategic Content Creation, 3 hours
5) (CMMN A326) Research in Advertising and Public Relations, 3 hours
6) (CMMN A486)* Brand Lab or A415 Advanced Advertising Campaigns or A 419 Advanced PR Campaigns, 3 hours
*Brand Lab was renumbered CMMN A486 for fall 2019. It was originally CMMN A384. In previous years, CMMN A485, CMMN A414 (Ad Campaigns), CMMN A418 (PR Campaigns), all also qualified as a capstone experience.

Elective course or courses that must be taken within the track/sequence None
Elective courses that must be taken within the program Any 7 hours

Required outside of the accredited unit (39 credit hours, Loyola Core)
Foundation Courses = 12
1) First Year Seminar T121, 3 credit hours
2) English T122: Critical Reading and Writing, 3 credit hours
3) Math 114: Finite Math or Math T122: Math Models, 3 credit hours
4) Science I: T 129: Investigating Nature
Knowledge/Values Courses = 27 hours
5) Creative Arts and Cultures, 3 hours
6) History I: T122/Emerging World or T124/Modern, 3 credithours
7) History 2: 3 credit hours
8) Philosophy 1: Reasoning, 3 credit hours
9) Philosophy 2: Knowledge and Morality, 3 credit hours
10) Religion 1: Christian Theology, 3 credit hours
11) Religion II: World Religions, 3 credit hours
12) Science Writing II: Natural Science in Context, 3 credit hours
13) Writing About Literature, 3 credit hours

A minor of the student's choice = 18 to 24 hours

B.A. in Mass Communication Degree/Visual Communication (25 credit hours)
1) (CMMN A260) Introduction to Layout and Design, 3 credit hours
2) (CMMN A265) Photography, 3 credit hours
3) (CMMN A266) Videography, 3 credit hours
4) (CMMN A382) Social Media Strategies, 3 credit hours
5) (CMMN A486)* Brand Lab or A415 Ad Team or A419 Bateman Team, 3 credit hours
*Brand Lab was renumbered CMMN A486 for fall 2019. It was originally CMMN A384. In previous years, CMMN A485, CMMN A414 (Ad Campaigns), CMMN A418 (PR Campaigns), all also qualified as a capstone experience.

Elective course or courses that must be taken within the track/sequence None

Elective courses that must be taken within the program any 13 hours

Required outside of the accredited unit (39 credit hours, Loyola Core)
Foundation Courses = 12
1) First Year Seminar T121, 3 credit hours
2) English T122: Critical Reading and Writing, 3 credit hours
3) Math 114: Finite Math or Math T122: Math Models, 3 credit hours
4) Science I: T 129: Investigating Nature, 3 credit hours
Knowledge/Values Courses = 27 hours
5) Creative Arts and Cultures, 3 credit hours
6) History I: T122/Emerging World or T124/Modern, 3 credit hours
7) History 2: 3 credit hours
8) Philosophy 1: Reasoning, 3 credit hours
9) Philosophy 2: Knowledge and Morality, 3 credit hours
10) Religion 1: Christian Theology, 3 credit hours
11) Religion II: World Religions, 3 credit hours
12) Science Writing II: Natural Science in Context, 3 credit hours
13) Writing About Literature, 3 credit hours

A minor of the student's choice = 18 to 24 hours

2. Explain how requirements for the major do not exceed the maximum credit hours allowable under the 72-credit hour rule and how students comply with the minimum of 72 hours they must take outside journalism and mass communications. If a minor is required, include these details.

The 120-hour major includes up to 48 hours in the major, which leaves 72 hours for courses outside the major, which also include a minor of the student's choice. The actual degree requires only 40 hours in the major. Faculty review the maximum 48 hours in the major while advising students.

3. Describe how the core and required courses instruct majors in all of ACEJMC's 12 professional values and competencies with a balance of theoretical and conceptual courses and skills courses.

The School fully endorses ACEJMC's professional values and competencies. Faculty include the courses' values and competencies on individual syllabuses.

For assessment of student learning, the faculty has approved curriculum matrices showing what values and competencies are taught in which courses including the core, major courses and electives.

The unit reviews each course annually to make sure the values and competencies as stated on course syllabuses indeed reflect what is taught in the course. The unit then reviews the values and competencies throughout the core of the program and in courses in each sequence to ensure that all 12 values and competencies are covered thoroughly in the curriculum. This examination has led the faculty to produce syllabuses that are more reflective of what is actually happening in the classroom and ensures that all values and competencies are being taught.

The curriculum matrices are on the following pages:

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 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 communications professions, audiences and purposes they serve

10   Critically evaluate their own work and that of others for accuracy and 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 and to understand the digital world

Advertising

#	Value/Competency	#	Value/Competency
1	freedom of speech and of the press	7	thinking critically, creatively and independently
2	professionals and institutions that shape communications, past and present	8	researching and evaluating information
3	domestic diversity	9	writing correctly and clearly
4	global diversity	10	critically evaluating our own work and that of others
5	using images and information	11	applying basic numerical and statistical concepts
6	practicing professional ethical behavior	12	using tools and technologies of our profession

SMC Values & Competencies — ADVERTISING SEQUENCE

CORE

Course	Title	1	2	3	4	5	6	7	8	9	10	11	12
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

ADVERTISING sequence

Course	Title	2	3	4	5	6	7	8	9	10	11	12
A260	Introduction to Layout & Design		3	4	5	6	7		9	10		12
A310	Advertising	2	3	4	5	6	7	8	9	10		12
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

*Brand Lab changed to A486 fall 2019.

Journalism

1	freedom of speech and of the press	7	thinking critically, creatively and independently
2	professionals and institutions that shape communications, past and present	8	researching and evaluating information
3	domestic diversity	9	writing correctly and clearly
4	global diversity	10	critically evaluating our own work and that of others
5	using images and information	11	applying basic numerical and statistical concepts
6	practicing professional ethical behavior	12	using tools and technologies of our profession

SMC Values & Competencies

JOURNALISM SEQUENCE	1	2	3	4	5	6	7	8	9	10	11	12

CORE

	1	2	3	4	5	6	7	8	9	10	11	12
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

JOURNALISM sequence

	1	2	3	4	5	6	7	8	9	10	11	12
A250 Journalism	1				5	6	7	8	9	10	11	12
A265 Photography	1	2			5	6	7					12
A266 Videography					5		7		9	10		12
A350 Advanced Journalism	1		3	4	5	6	7	8	9	10	11	12
A490 Journalism Capstone	1		3	4	5	6	7	8	9	10	11	12
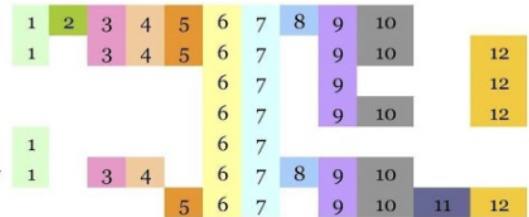
Public Relations

1	freedom of speech and of the press	
2	professionals and institutions that shape communications, past and present	
3	domestic diversity	
4	global diversity	
5	using images and information	
6	practicing professional ethical behavior	
7	thinking critically, creatively and independently	
8	researching and evaluating information	
9	writing correctly and clearly	
10	critically evaluating our own work and that of others	
11	applying basic numerical and statistical concepts	
12	using tools and technologies of our profession	

SMC **Values & Competencies**
PUBLIC RELATIONS SEQUENCE

		1	2	3	4	5	6	7	8	9	10	11	12
CORE		1	2	3	4	5	6	7	8	9	10	11	12
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		2	3	4	5	6	7	8	9	10	11	12
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

*Brand Lab changed to A486 fall 2019.

Visual Communication

#	Value/Competency	#	Value/Competency
1	freedom of speech and of the press	7	thinking critically, creatively and independently
2	professionals and institutions that shape communications, past and present	8	researching and evaluating information
3	domestic diversity	9	writing correctly and clearly
4	global diversity	10	critically evaluating our own work and that of others
5	using images and information	11	applying basic numerical and statistical concepts
6	practicing professional ethical behavior	12	using tools and technologies of our profession

SMC Values & Competencies

VISUAL COMMUNICATION SEQUENCE	1	2	3	4	5	6	7	8	9	10	11	12

CORE

SMC	Course	1	2	3	4	5	6	7	8	9	10	11	12
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

VISUAL COMMUNICATION sequence

SMC	Course	1	2	3	4	5	6	7	8	9	10	11	12
A260	Introduction to Layout & Design			3	4	5	6	7		9	10		12
A265	Photography	1	2			5	6	7					12
A266	Videography					5		7		9	10		12
A382	Social Media Strategies			3		5	6	7	8		10	11	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
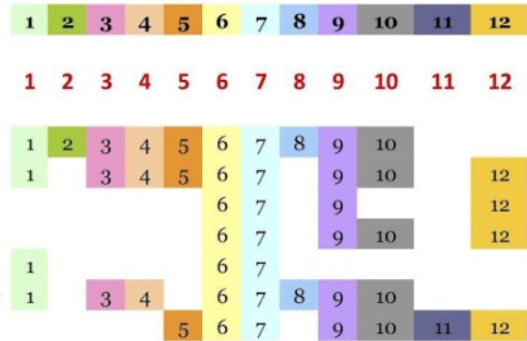
*Brand Lab changed to A486 fall 2019.

4. Explain how instruction, whether on-site or online, responds to professional expectations of current digital, technological and multimedia competencies.

The curriculum is reviewed annually by faculty and staff. A number of professionals serve as adjuncts, and numerous professionals are also brought into our classes as guest speakers. Professionals are also frequently asked for input on industry trends impacting the curriculum.

5. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.

In most cases where there are multiple sections, one professor will teach all of the sections. When that is not possible, an identical syllabus is used and professors communicate and coordinate syllabuses.

6. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a digital format, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites.

All students are required to take the internship course, CMMN A291, which is part of the School core. It is a pass/fail course. In that course, students are introduced to Handshake, Loyola's career services platform. Employers post positions in an effort to recruit and hire Loyola students. All Loyola students have an account and must submit on official organization letterhead a detailed list of duties, tasks and responsibilities in the internship. They must outline 120 hours to be completed and must share supervisor contact information.

In the course, students are also taught how to prepare for the internship, including writing their résumés, developing Linkedin profiles and creating their digital portfolios. The School also hosts a networking day each fall that more than 50 internship organizations attend. In addition to successfully completing the requirements in the course, students must submit a reflection piece upon completion. The reflection supports the School's experiential experience, which is part of Loyola New Orleans' SACS Quality Enhancement Plan. Each supervisor also completes an evaluation that reflects the School's learning outcomes. To see an evaluation form for supervisors, click here. (Appendix C)

Recent internship sites include Atlantic Records, BBC America, CBS News, Clear Channel, CNN, Commander's Palace, Cumulus Media, DEVENEY, Dickie Brennan & Company, Emeril Lagasse Foundation, Entergy Corporation, ESPN, Facebook, GE Digital, House of Blues, iHeartMedia, KRON4 NEWS, Live Nation Entertainment, Louisiana Philharmonic Orchestra, Mercedes-Benz Superdome, McIlhenny Company, Mode Public Relations, Morgan & Co, NCIS New Orleans, 9:30 Club, NOLA.com | The Times-Picayune, Peter Mayer, Philadelphia Jazz Orchestra, Preservation Hall, PS Business Management, RCA Records, Seattle Weekly, Telemundo, The Grammys/The Recording Academy, Spears Group, the White House, U.S. Consulate Milan, Viacom Media Networks, Warner Music Group, WDSU-TV, WVUE-TV and WWL-TV.