



**YOU ARE** an influencer. You want to change minds, inform decisions, manage crises, or shape conversations. Whatever field you plan to do it in, Loyola's hands-on approach encourages people like you: the strategists, the researchers, the planners, the doers, the fixers. Our students win national competitions. They learn how to build campaigns from the ground up, and then they put those skills to the test for real clients like Nissan, J.C. Penney, Jimmy Choo, Michael Kors, J. Crew, and Snapple.

## *Possible Careers:*

- Photographer
- Sports communication
- Non-profit communication
- Environmental communication

**ATTENDING LOYOLA** means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of innovation, creativity, and strategic thinking. You'll learn to hone your talents in the city named #1 new brainpower city in America and #1 best city in the U.S. for creative professionals.

## COURSES

In addition to seven core courses, students choose from discipline-specific electives to personalize the program. Following a track in advertising or public relations, the program truly can be tailored to your interests and goals. Here's a sample of what you can expect to learn and do:

### **Brand Lab**

This student run agency offers real-world experience in public relations, design, photography and videography, social media, advertising, event and strategic planning by working with for-profit companies to create communication solutions.

### **Sports Promotion**

Students learn promotions and marketing strategies used by professionals in the world of sports. Students examine the marketing of sports products, increasing media audiences, and live attendance as well as the selling of sports related products. From celebrity endorsements to sponsorships and partnerships, students will walk out with the tools they need to begin a career in sports communication.

### **Digital Communication**

In this hands-on course students use tools like Snapchat, Instagram, Wordpress, Avid, Facebook Live, and more to tell digital stories on multiple platforms. Students learn critical thinking skills about the technology used to produce mass media messages in modern American society. The digital communication student leaves this course versed in current media technologies with a critical understanding of its use in creating memorable and meaningful material.