



COLLEGE OF ARTS + SCIENCES

Mass Communication

Strategic
Communication



You are an influencer. You want to change minds, inform decisions, manage crises, or shape conversations. Whatever field you plan to do it in—photography, sports communication, non-profit, environmental—Loyno'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, Mary Kay, Jimmy Choo, Michael Kors, J. Crew, McDonald's, Snapple, Pizza Hut, and the White House.

This is the place.

New Orleans is a great place to get creative—in fact, we were recently ranked the No. 1 city in the United States for creative professionals by SmartAsset. The rare flexibility offered by a career in strategic communications is perfect for New Orleans. With new businesses in every sector and opportunities in politics, music, government, nonprofits, industry, tech, and tourism, the culture and character of New Orleans is open to the creative strategies you'll learn at Loyno.

Our students have won first place nine times in the national Bateman PR case study competition—more than any other school in the country. So not only is our campus located in a great place to field creativity, we've also proven we're one of the best at doing so. Additionally, all of our students graduate with internship and classroom experience with real clients working on real stories, campaigns, and strategies, so by the time you're looking for a job—you'll have already had one.

Courses

In addition to six 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 such as Snapchat, Instagram, Wordpress, Avid, Facebook Live, and more to create campaigns and tell stories. Students learn critical thinking skills about the technology used to produce mass media messages in modern American society. They are introduced to visual theories as well as elements and principles of design. The digital communication student leaves this course versed in current media technologies with a critical understanding of its use in creating memorable and meaningful communication materials.

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School of Mass Communication

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