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**

40 hours (21 mass communication, 13 public relations, 6 elective)

21 hours mass communication:

3 credits - CMMN A100 Intro to Communication	2 times/year	3 exams
3 credits - CMMN A101 Comm/Media Writing	2 times/year	writing assignments
3 credits - CMMN A201 Digital Communications	2 times/year	projects
3 credits – CMMN A250 Journalism	2 times/year	writing & video assignments
3 credits – CMMN A260 Layout&Design	2 times/year	projects
3 credits - CMMN A401 Law of MassComm	2 times/year	2 exams & case briefs
1 credit - CMMN A484 Seminar in Mass Comm Ethics	1 time/year	writing assignments
1 credit*- CMMN A491 Internship/Practicum	2 times/year	writing assignments
1 credit - CMMN A492 Senior Seminar in Mass Comm	1 time/year	writing assignments & portfolio

*The internship can be taken for up to 3 credits

13 hours public relations:

3 credits – CMMN A316 Public Relations Principles	2 times/year	4 exams & project
3 credits – CMMN A317 Public Relations Writing	1 time/year	writing assignments
2 credits – CMMN A326 Research in Adv & PR	2 times/year	2 exams & project
2 credits – CMMN A334 Strategic Problem Solving in Advertising & PR	1 time/year	case briefs & 1 exam
3 credits – CMMN A418 PR Capstone: PR Campaigns or CMMN A419 Advanced PR Campaigns (Bateman)	1 time/year	plans book & presentation

6 hours electives:

3 credits – CMMN A265 Photography	1 time/year	photo assignments & 1 exam
3 credits – CMMN A266 Videography	1 time/year	2 exams & news package
3 credits – CMMN A310 Advertising	1 time/year	2 exams & writing assignments
3 credits – CMMN A313 Media Planning	1 time/year	writing assignments, exam & project
3 credits – CMMN A335 Strategic Event Planning	1 time/year	writing assignments

		& promotions project
3 credits – CMMN A360 Advanced Layout & Design	biennially	projects
3 credits – CMMN A369 Documentary Photography	biennially	1 exam, photo essay
3 credits – CMMN A354 Feature Writing	biennially	writing assignments
3 credits – CMMN A400 Theories of Mass Comm	biennially	exams and paper
3 credits – CMMN A410 Nonprofit Communications	1 time/year	writing assignments & project
3 credits – CMMN A451 Media & American Courts	biennially	writing assignments, project, 1 exam
3 credits – CMMN A455 Media & Gender	1 time/year	writing assignments
3 credits – CMMN A475 Environmental Communication	biennially	writing assignments

E-03. **Curricular and extracurricular experiential learning opportunities for students**

Internships, practicum, service learning, Donnelley Center for Nonprofit Communications

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

Ethics

Seminar in Mass Communication Ethics, CMMN A484 is required of all students. Its course description reads, "…students will learn the five philosophical principles applicable to mass communication situations. Furthermore, the student should be able to identify ethical challenges facing the mas communication industry and learn the principles and codes available to help in ethical decision-making.

CMMN A100 includes a unit on mass communication ethics, public relations ethics and advertising ethics.
CMMN A310 includes a unit on advertising ethics.
CMMN A316 includes a unit on public relations ethics.
CMMN A334 includes a unit on ethical issues in advertising and public relations.

Diversity

The following core courses 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.
CMMN A401 covers hate speech and RAV v. City of St. Paul, which dealt with the burning of a cross in an African-American family's front yard. The professor also discusses the KKK and the International Society for Krishna Consciousness.
CMMN A484 includes a unit on diversity, a guest speaker and two assignments.
Other courses to include diversity issues are:
CMMN A310 includes a unit on advertising and understanding diverse and global audiences.
CMMN A316 includes a unit on diversity.
CMMN A317 includes a unit on writing for diverse and global audiences.
CMMN A334 includes a unit on international and intercultural communication.
All capstones: CMNA A414, A415; CMMA A418, A419; CMNA A490 address

diversity.
The SMC also offers elective courses such as Media and Gender (CMMN A455) and International Journalism (CMMN A473).

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.
CMMN A401 focuses on diversity of thought/race/gender and making sure that students are accepting and willing to learn about mass communications law on a background of something they may not like (like burning an American flag, for instance).
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 A317 includes a unit on writing for diverse and global audiences.
CMMN A334 includes a unit on international and intercultural communication.

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

Survey courses	**12-13**	**11-12**	**10-11**
CMMN A100 Intro to Communication	68:1	69:1	31:1
CMMN A316 Public Relations Principles	24:1	28:1	16:1
CMMN A326 001 Research in Advertising & PR	25:1	NA	NA
CMMN A334 Strategic Problem Solving in Advertising & PR	NA	NA	NA
CMMN A401 Law of Mass Comm	30:1	28:1	29
CMMN A310 Advertising	33:1	30:1	15:1
CMMN A400 Mass Comm Theory & Research	NA	30:1	15:1

Skills courses			
CMMN A101 Comm/Media Writing	18:1	17:1	18:1
CMMN A201 Digital Communications	19:1	19:1	20:1
CMMN A250 Journalism	15:1	17:1	13:1
CMMN A260 Layout & Design	20:1	17:1	17:1
CMMN A265 Photography	12:1	NA	18:1
CMMN A266 Videography	18:1	8:1	NA
CMMN A317 Public Relations Writing	15:1	16:1	12:1
CMMN A318/418 PR Capstone: PR Campaigns	15:1	6:1	6:1
CMMN A 360 001 Advanced Layout & Design	NA	9:1	7:1
CMMN A369 001 Documentary Photography	NA	NA	15:1
CMMN A354 001 Feature Writing	NA	NA	12:1
CMMN A319/419 Advanced PR Campaigns	5:1	5:1	5:1

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

Christine Albert, AVP, marketing and development
Touro Infirmary, New Orleans
christine.albert@touro.com, 504-897-8263

Nathan Boudreaux, senior manager, sponsorship services and grants
USA Football, Indianapolis
nboudreaux@usafootball.com, 317-489-4420

Cathy Caldeira, partner
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Kimberly Gill Clewis, communications manager
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Meg Courtney, director of provider relations
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Ryan Furby, corporate affairs
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Heather Gitlitz, account supervisor
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Kate Gremillion, assistant account executive
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Kat Haro, interactive media manager
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Mary Beth West Hamilton, vice president of marketing
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Jacqueline Bodet Hancock, corporate communication and website specialist
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Danny Mazier, PR and marketing manager
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Molly Mazzolini, partner
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Natalie Cross Mesko, executive director
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Jeffrey Ory, president/CEO
il Stratego, New Orleans
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Christine Rivera Rodrigues, public relations and promotions manager
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Cheryn Robles, community outreach specialist
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Marilyn Cosenza Rose, manager of practice development
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Janine Sheedy, public relations specialist
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Arianne Torres-Schneider, project manager
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Ashley Stevens, account executive
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Lana Stevens, community coordinator
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Colin Taschler, account coordinator
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Marimar Velez, assistant account executive
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Vicki Voelker, communications strategist, social media specialist
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Vicki@GambelPR.com, 504-324-4242 cell 985-373-8129

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

American Heart Association
Linzy Cotaya, linzy.cotaya@heart.org, 770-612-6201

Brylski Company
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Beuerman Miller Fitzgerald
Virginia Miller, vmiller@e-bmf.com, 504-524-3342

Bond 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

Gambel Communications
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Il Stratego
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Ketchum Atlanta
Melinda Adams, Melinda.Adams@ketchum.com, 202-835-9434

Tales of the Cocktail
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Touro Infirmary
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Zehnder Communications
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E-08. **Employers of graduates**

Atlantic Records
Sheila Richman, senior VP, publicity
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Department of Public Works, City of New Orleans
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Gambel Communications, New Orleans
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Krispr communications, a Dan Edelman Company, Chicago
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Tales of the Cocktail
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Uptown PR
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Weber Shandwick Dallas
Amber Cradduck
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E-09. **Faculty in other programs – a sample of 10 colleagues familiar with the public relations program with e-mail addresses and telephone numbers**

Kate Adams, Ph.D., English, kadams@loyno.edu, 504-865-3841
Kim Ernst, Ph.D., Psychology, kernst@loyno.edu, 504-865-3560
Ashley Francis, M.B.A., College of Business, afrancis@loyno.edu, 504-864-7926
Angie Hoffer, College of Business, abrocato@loyno.edu, 504-864-7022
Marcus Kondkar, Ph.D., Sociology, kondkar@loyno.edu, 504-865-2572
Melanie McKay, Ph.D., Faculty Affairs, mckay@loyno.edu, 504-864-7197
Mike Pearson, Ph.D., College of Business, pearson@loyno.edu, 504-864-7938
Laurie Phillips, Monroe Library, phillips@loyno.edu, 504-864-7833
John Snyder, College of Music, jsnyder@loyno.edu, 504-865-3984
Malia Willey, Monroe Library, mewilley@loyno.edu, 504-864-7138

E-10. **For the master's level, titles of a sample of 10 recent student theses/dissertations**

Not applicable.

E-11. **For the master's level, citations for any recently published student works**

Not applicable.

E-12. **For the master's level, a statement about the capstone experience, which could be a thesis/ dissertation and/or project and/or comprehensive exam**

Not applicable.

E-13. **Methods of measuring the achievements of program objectives**

The unit has assessed particular student learning in past years, but it wasn't until 2011, under a revised curriculum, that the school began applying all of these assessment measures:

- SMC Senior Exit Survey (indirect measure)
- University Exit Survey (indirect measure)
- SMC Alumni Survey (indirect measure)
- Capstone Course (direct measure)
- First Amendment principles and law test (direct measure)
- Ethical attitudes questionnaire (direct measure)
- Senior Portfolio (direct measure)
- Internship evaluation (direct measure)
- Awards (indirect measure)
- Student Job Placement/employment data (indirect measure)

Since the entering cohort of students has not graduated, it should be noted that for assessment purposes, the school has used past data along with the new cohort data to measure success.