ADVOCACY AND SOCIAL CHANGE (BA)

The mission of Loyola University Chicago calls for all of its members "to make a difference as 'persons for others.'" The advocacy and social change major helps students prepare for the fulfillment of that mission, not only while at the university, but also as they move into the rest of their lives.

The program's coursework and faculty help students understand everything from community organizing to lobbying to political campaigns, preparing them for a number of possible career paths. Students will explore and reflect on how to promote social justice in coursework, but also through engagement outside of the classroom.

Recent graduates have found employment with media literacy groups, domestic and international service organizations, Internet start-ups, and government officials, and gone on to pursue graduate and professional degrees.

Curriculum

Code	Title	Hours
School of Communication Foundation Courses		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
or COMM 360	Digital Media Ethics	
Theory/Critical Analysis		
COMM 220	Introduction to Rhetoric	3
or COMM 268	Persuasion	
Select two of the following:		6
COMM 201	Media Theory and Criticism	
COMM 220	Introduction to Rhetoric	
COMM 227	Social Justice & Communication	
COMM 258	Game Studies	
COMM 268	Persuasion	
COMM 272	Intercultural Communication	
COMM 277	Organizational Communication	
COMM 280	Media Technology & Society	
COMM 379	Digital Sustainability	
Applied		
COMM 230	Argumentation & Advocacy	3
Select two of the following:		6
COMM 231	Conflict Management and Communication	
COMM 236	Persuasive Presentations	
COMM 237	Small Group Communication	
COMM 306	Environmental Advocacy	
COMM 309	Designing Media for Social Change	
COMM 323	Remixing Culture	
Research Methods		
Select one of the following:		
COMM 361	New Media Criticism [1]	
COMM 365	Naturalistic Methods Communication Research [2]	
COMM 367	Rhetorical Criticism [1]	
COMM 368	Ethnographic Research Methods in Communication [2]	
Electives		
Select any **four** electives from the list of Approved Electives (p. 1) if not taken to satisfy requirements above.		12
Total Hours		**40**

[1] Writing Intensive (https://catalog.luc.edu/undergraduate/communication/#wisections)

[2] Satisfies Engaged Learning (https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning//undergraduate/university-requirements/engaged-learning/) requirement.

Approved Electives

Code	Title	Hours
COMM 101	Public Speaking & Critical Thinking	3
COMM 201	Media Theory and Criticism	3
COMM 206	Hip Hop Culture and Social Change	3
COMM 215	Ethics & Communication	3
COMM 220	Introduction to Rhetoric	3
COMM 227	Social Justice & Communication	3
COMM 231	Conflict Management and Communication	3
COMM 236	Persuasive Presentations	3
COMM 237	Small Group Communication	3
COMM 258	Game Studies	3
COMM 268	Persuasion	3
COMM 272	Intercultural Communication	3
COMM 277	Organizational Communication	3
COMM 280	Media Technology & Society	3
COMM 281	Communication, Language & Gender [2]	3
COMM 297	Themes in Communication Studies	3
COMM 303	Media, Politics, & Propaganda	3
COMM 304	Rhetorics of Utopia & Revolution	3
COMM 306	Environmental Advocacy	3
COMM 307	Communication & Social Movements	3
COMM 309	Designing Media for Social Change	3
COMM 311	Health Communication	3
COMM 323	Remixing Culture	3
COMM 360	Digital Media Ethics	3
COMM 361	New Media Criticism [1]	3
COMM 365	Naturalistic Methods Communication Research [2]	3
COMM 367	Rhetorical Criticism [1]	3
COMM 368	Ethnographic Research Methods in Communication [2]	3
COMM 371	Special Topics Communication Studies	3
COMM 379	Digital Sustainability	3
COMM 381	Communication Practicum	1-3
COMM 393	Communication Studies Internship [2,3]	3
COMM 398	Directed Study	1-3

[1] Writing Intensive (https://catalog.luc.edu/undergraduate/communication/#wisections)

2 Satisfies Engaged Learning (https://catalog.luc.edu/undergraduate/
   university-requirements/engaged-learning/) requirement.
3 Internship (https://www.luc.edu/soc/resources/internships/)

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
First Year		
Fall		
COMM 175	Introduction to Communication	3
	Hours	**3**
Spring		
COMM 200	Digital Communication and Society	3
	Hours	**3**
Second Year		
Fall		
COMM 215 or COMM 360	Ethics & Communication or Digital Media Ethics	3
COMM 220 or COMM 268	Introduction to Rhetoric or Persuasion	3
	Hours	**6**
Spring		
Major Elective		3
	Hours	**3**
Third Year		
Fall		
COMM 100	SOC Career Prep Seminar	1
COMM 230	Argumentation & Advocacy	3
Theory Course		3
	Hours	**7**
Spring		
Applied Course		3
Major Elective		3
	Hours	**6**
Fourth Year		
Fall		
Major Elective		3
Applied Course		3
Theory Course		3
	Hours	**9**
Spring		
Research Methods		3
	Hours	**3**
	Total Hours	**40**

School of Communication Graduation Requirements

All Undergraduate students in the School of Communication are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (https://www.luc.edu/soc/undergrad/soclanguagerequirement/).

Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SCPS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (https://catalog.luc.edu/undergraduate/university-requirements/) area.

Learning Outcomes

Students who successfully complete the undergraduate program in Advocacy and Social Change will be able to:

- Select and use various communication strategies (including persuasion, argumentation, conflict management, negotiation and mediation) leading to ethical social change.
- Create, define, analyze, and interpret messages.
- Demonstrate effectiveness as rhetors, critics and decision makers.
- Serve the needs of diverse groups, communities and organizations which strive for equity, inclusion and fairness.