

# PUBLIC COMMUNICATION AND ADVOCACY (BA)

The mission of Loyola University Chicago calls for all of its members “to make a difference as ‘persons for others.’” The public communication and advocacy 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.

For students admitted before Fall 2026, this program was previously called Advocacy and Social Change (BA). More information can be found here (<https://catalog.luc.edu/archivedcatalogs/>).

## Related Programs

### Minor

- Public Relations Minor (<https://catalog.luc.edu/undergraduate/communication/advertising-public-relations/public-relations-minor/>)

### Certificate

- Advocacy Certificate (<https://catalog.luc.edu/graduate-professional/law/advocacy-certificate/>)

## Curriculum

Code	Title	Hours
<b>School of Communication Foundation Courses</b>		
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	
<b>Theory/Critical Analysis</b>		
COMM 227	Social Justice & Public Communication	3
COMM 268	Persuasion	3
<i>Select one of the following:</i>		
COMM 201	Media Theory and Criticism	
COMM 220	Introduction to Rhetoric	
COMM 226	Public Interest Communication	
COMM 272	Intercultural Communication	
<b>Applied</b>		
COMM 101	Public Speaking & Critical Thinking	3
COMM 230	Argumentation & Advocacy	3
COMM 231	Conflict Management and Communication	3
COMM 300	Persuasive Campaigns	3
COMM 306	Environmental Communication & Advocacy	3

<b>Research Methods</b>		
Select one of the following:		3
COMM 367	Rhetorical Criticism <sup>1</sup>	
COMM 368	Ethnographic Research Methods in Communication <sup>2</sup>	
COMM 240	Communication Research Design	
<b>Capstone</b>		<b>3</b>
COMM 309	Designing Media for Social Change	
<b>Elective</b>		
Select one of the following:		3
COMM 130	Intro to Audio Production	
COMM 135	Intro to Video Production	
COMM 275	Web Design and Usability	
<b>Total Hours</b>		<b>43</b>

<sup>1</sup> Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/>)

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

## Suggested Sequence of Courses

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
COMM 175	Introduction to Communication	3
<b>Hours</b>		<b>3</b>
<b>Spring</b>		
COMM 101	Public Speaking & Critical Thinking	3
COMM 200	Digital Communication and Society	3
<b>Hours</b>		<b>6</b>
<b>Second Year</b>		
<b>Fall</b>		
COMM 215	Ethics & Communication	3
or COMM 360	or Digital Media Ethics	
COMM 227	Social Justice and Public Communication	3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
COMM 268	Persuasion	3
COMM 130	Intro to Audio Production	3
or COMM 135	or Intro to Video Production	
or COMM 275	or Web Design and Usability	
<b>Hours</b>		<b>6</b>
<b>Third Year</b>		
<b>Fall</b>		
COMM 100	SOC Career Prep Seminar	1
COMM 230	Argumentation & Advocacy	3
COMM 231	Conflict Management and Communication	3
<b>Hours</b>		<b>7</b>
<b>Spring</b>		
COMM 300	Persuasive Campaigns	3

COMM 201 or COMM 220 or COMM 226 or COMM 272	Media Theory and Criticism or Introduction to Rhetoric or Public Interest Communication or Intercultural Communication	3
<b>Hours</b>		<b>6</b>
<b>Fourth Year</b>		
<b>Fall</b>		
COMM 306	Environmental Communication & Advocacy	3
COMM 367 or COMM 368 or COMM 240	Rhetorical Criticism or Ethnographic Research Methods in Communication or Communication Research Design	3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
COMM 309	Designing Media for Social Change	3
<b>Hours</b>		<b>3</b>
<b>Total Hours</b>		<b>43</b>

## 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

- Describe the relationship among public communication processes, policies and advocacy efforts.#
- Analyze how media culture and messages influence, reinforce, and legitimize beliefs, values, ethics and hierarchies.
- Design evidence-based social advocacy content that leverages effective storytelling and ethical practices.
- Interpret research on audience behavior, message effectiveness, and campaign outcomes.
- Develop interpersonal and leadership skills necessary for effective collaboration in advocacy and social change initiatives.