

COMMUNICATION, SOCIAL JUSTICE AND ADVOCACY, BA

The major in Communication, Social Justice and Advocacy provides an ethical grounding as well as necessary practical knowledge and experiences for students who wish to participate in communication and advocacy roles for nonprofit and nongovernmental organizations.

The Bachelor of Arts degree in Communication, Social Justice and Advocacy is grounded in the Franciscan principles that define St. Bonaventure University while being married to the pragmatic coursework of our renowned Jandoli School of Communication.

The major is grounded in the university's principle values of nurturing compassion, seeking wisdom and building integrity, while its focus on public service messaging underscores St. Bonaventure's commitment to community. That selfless intent fosters kinship and advocacy for those on the margins of society – the needy, ignored and excluded.

It's the perfect major for students who wish to use communication to help champion the work of those seeking to help bring about social, cultural, environmental and political change.

It should be noted that this is not to be considered a major for just liberal or progressive activists. Rather, it is a program for any student who seeks change, regardless of their political philosophy.

Second major or minor & internships required

Students in this major are required to complete a minor or second major in an academic program outside of the Jandoli School of Communication.

Like all Jandoli School majors, students in this program are required to complete 400 hours of on- or off-campus internships (<https://www.sbu.edu/academics/schools-at-sbu/jandoli-school-of-communication/jandoli-school-internships/>) under the guidance of the Jandoli School internship coordinator.

Second major or minor & internships required

Students in this major are required to complete a minor or second major in an academic program outside of the Jandoli School of Communication.

Code	Title	Credits
Communication, Social Justice and Advocacy		44
JMC-101	COMMUNICATION TODAY	
JMC-110	PROFESSIONAL WRITING I	
JMC-111	PROFESSIONAL WRITING II	
JMC-201	NEWSWRITING & REPORTING I	
JMC-202	NEWSWRITING & REPORTING II	
JMC-300	MEDIA LAW AND ETHICS	
JMC-411	WRITING FOR ADVOCACY	
SC-303	DIGITAL MARKETING	
SC-320	PRINC & PRACT OF PUB RELATIONS	
SC-330	THE ADVERTISING CAMPAIGN	
SC-499	COMPREHENSIVE EXPERIENCE	

Select one of the following:

SC-210	SOCIAL MEDIA IN SOCIETY/BUSINESS
SC-220	DIGITAL CONTENT & ENGAGEMENT
SC-304	SOCIAL MEDIA STRATEGY & ENGAGEMENT

SC-305	MEASUREMENT:SEO/SEM/ANALYTICS
SC-340	ADVERTISING COPYWRITING:FINDING YOUR VOICE
SC-341	MULTIMEDIA COPYWRITING
SC-430	AAF CASE STUDY

Select one of the following:

JMC-205	MEDIA EFFECTS
JMC-390	SEMIOTICS:SIGNS & SYMBOLS
JMC-400	CASE STUDIES IN MEDIA ETHICS
JMC-470	INTERNET AND THE LAW
JMC-482	WOMEN, MINORITIES & MEDIA
JMC-483	MEDIA & DEMOCRACY

Select two of the following:

ECO-308	ENVIRONMENTAL ECONOMICS
EDUC-101	SOCIAL FOUNDATIONS OF AMERICAN EDUCATION: A CURRENT ISSUES APPROACH
ENG-377	WOMEN IN LITERATURE
ENG-379	AFRICAN AMERICAN LITERATURE
ENV-101	INTRODUCTION TO SUSTAINABLE SYSTEMS
HIST-315	ENVIRONMENTAL HISTORY
IS-222	MEDIA & SOCIAL CHANGE
NAIS-101	INTRO TO NATIVE AMERICAN & INDIGENOUS STUDIES
PHB-101	INTRO TO PUBLIC HEALTH
PHB-102	GLOBAL PUBLIC HEALTH
PHB-302	DIVERSITY & INCLUSION IN PUBLIC HEALTH
PHIL-222	OPPRESSION AND PRIVILEGE
PHIL-332	SOC. & ECON. JUSTICE
PHIL-341	ENVIRONMENTAL ETHICS
POLS-204	POLITICAL THOUGHT
POLS-205	LAW AND SOCIETY
POLS-240	CONTROVERSIES-PUBL POLICY
POLS-315	ENVIRONMENTAL POLITICS
POLS-375	WOMEN AND POLITICS
POLS-395	MEDIA AND POLITICS
POLS-420	CONS. LAW I. CIVIL RIGHTS
POLS-445	SOCIAL MOVEMENTS
SOC-222	MEDIA & SOCIAL CHANGE
SOC-323	MEDIA & PUBLIC OPINION
THFS-245	CHRISTIAN ETHICS
THFS-307	CHRISTIAN-MUSLIM REL: PAST, PRES, FUT
THFS-324	RELIGION AND RACE
THFS-340	ETHICAL LEADERSHIP:FRANCISCAN VALUES
THFS-348	HEALTH, FAITH & ETHICS
WS-101	INTRO TO WOMEN'S STUDIES
WS-375	WOMEN & POLITICS
ECO-102	MACROECONOMIC PRINCIPLES

Out of Major Cognate 9

MKT-301	PRINCIPLES OF MARKETING
MKT-302	CONSUMER BEHAVIOR
COM-102	EFFECTIVE SPEAKING & PRESENTATIONS

Foreign Language 1 3

General Education Requirements (https://catalog.sbu.edu/undergraduate/degree-requirements/) ²	37
General Electives	27
Total Credits	120

Second major or minor & internships required

Students in this major are required to complete a minor or second major in an academic program outside of the Jandoli School of Communication.

¹ The modern language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

First Year			
Fall	Credits	Spring	Credits
JMC-101	3	JMC-111	3
JMC-110	3	ENG-102	3
ENG-101	3	PHIL-104	3
SBU-101	2	THFS-101	3
SBU-102	1	Modern or Classical Language ¹	3
Modern or Classical Language ¹	3		
	15		15
Second Year			
Fall	Credits	Spring	Credits
COM-102	3	POLS-102	3
SC-210	3	JMC-202	3
JMC-201	3	PHIL-111	3
BIO-101 & BIOL-101	4	Modern or Classical Language ¹	3
Modern or Classical Language ¹	3	Quantitative Literacy Gen Ed Requirement ²	3
	16		15
Third Year			
Fall	Credits	Spring	Credits
MKT-301	3	MKT-302	3
JMC-300	3	SC-303	3
SC-330	3	SC-320	3
JMC-482	3	SOC-222	3
POLS-315	3	POLS-375	3
	15		15
Fourth Year			
Fall	Credits	Spring	Credits
THFS-245	3	SC-499	2
JMC-470	3	JMC-411	3
ENG-213	3	POLS-445	3
ECO-101	3	ENG-377	3
SOC-101	3	NAIS-101	3
	15		14
Total Credits 120			

¹ Language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

NOTE: Students must complete internship requirements totaling 400 hours either on- or off-campus under the guidance of the Jandoli School internship coordinator. Transfer students must complete 100 hours for each year they are on campus.