

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

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Code	Title	Credits
Communication, Social Justice and Advocacy		47
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-245	VIDEO STORYTELLING	
JMC-300	MEDIA LAW AND ETHICS	
JMC-400	ETHICS, EQUITY & EMPATHY IN PRACTICE	
JMC-411	WRITING FOR ADVOCACY	
SC-220	DIGITAL CONTENT & ENGAGEMENT	
SC-303	DIGITAL MARKETING	
SC-320	PRINC & PRACT OF PUB RELATIONS	
SC-330	THE ADVERTISING CAMPAIGN	
JMC-499	COMPREHENSIVE EXPERIENCE	

Select two of the following:

CRM-252	RACE AND CRIME	
CRM-253	GENDER CRIME AND DEVIANCE	
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-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	CONSTITUTIONAL LAW I: POLITICAL STRUCTURE	
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-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	
<i>Out of Major Cognate</i>		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		24
Total Credits		120

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
BONA-101	3	THFS-101	3
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
JMC-201	3	JMC-202	3
SC-220	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
POLS-315	3	SOC-222	3
JMC-245	3	POLS-375	3
15		15	
Fourth Year			
Fall	Credits	Spring	Credits
THFS-245	3	JMC-411	3
ENG-213	3	JMC-499	2
JMC-400	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.

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