

# Communication Studies Major Program Checklist: **Advocacy**

Effective August 2024 (24/25 Undergraduate Catalog)

To count toward the major, all SCOM courses must be passed with a C- or better.

## **I. Core: 12 Credit Hours**

The following five courses must be completed by all majors, no substitutions.

- SCOM 240 (Intro to Comm Theory)
- SCOM 240L (Comm Theory Lab)
- SCOM 242 (Presentational Speaking)
- SCOM 280 (Intro to Comm Research)
- SCOM 341 (Persuasion)

## **II. Communication Studies Electives – 6 Credit Hours**

- SCOM 200/300/400
- SCOM 200/300/400

## **III. Advanced Research Methods: 3 Credit Hours**

SCOM Research Choose 1 of the following:  
Prerequisite: SCOM 280

- SCOM 381 Rhetorical Research Methods
- SCOM 383 Quantitative Experimental Research Methods
- SCOM 385 Qualitative Research Methods
- SCOM 386 Survey Research Methods
- SCOM 388 Campaign Research Methods

**I, II, and III.** Required of all SCOM concentrations

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## **IV. Advocacy Studies Concentration: 18 Credit Hours**

### **Advocacy Studies Concentration Core: Required Courses: 12 Credit Hours**

- SCOM 342 (Argument and Advocacy)
- SCOM 352 (Comm and Social Movements)
- SCOM 353 (American Political Culture and Comm)
- SCOM 442 (Advanced Topics in Advocacy Studies)

### **Advocacy Studies Concentration Electives: (Choose two) 6 Credit Hours**

- SCOM 301 / WGSS 301 (Feminist Blogging: Shout Out!)
- SCOM 302 / WGSS 302 (Third Wave Ecofeminism)
- SCOM 331 (Comm and Conflict)
- SCOM 343 / WRTC 430 (Contemporary Rhetorical Theory & Practice)
- SCOM 346 (Free Speech in America)
- SCOM 347 (Comm, Diversity, and Popular Culture)
- SCOM 354/WRTC 326 (Environmental Comm and Advocacy)
- SCOM 356 (Immigrant Advocacy)
- SCOM/SMAD 357 (Youth, Communication and Culture)
- SCOM/WGSS/WRTC 420 (Feminist Rhetorics)
- SCOM 431 (Legal Comm)
- SCOM 453 (Political Campaign Comm)
- SCOM 456 (Fundraising Campaigns and Donor Motivation)
- SCOM 470 (Health Comm Campaigns)
- SCOM/SMAD/POSC 472 (Media and Politics)

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## **V. Minor/Second Major/Cognate: 12–18 credits**

Complete a minor program of study, a second major, or 12 hours outside of SCOM at 300/400 level.

- Minor or  2nd major or  12 hours of electives

## **VI. General Education: 41 credits**

- Cluster 1  Cluster 2  Cluster 3  Cluster 4  Cluster 5

## **VII. BA/BS Degree Requirements: 3–17 credits**

The Philosophy and Natural/Social Science courses may not double count with General Education credit.

BA:  Language 232  Philosophy

BS:  Math 220/COB 191  Natural/Social Science

## **VIII. Total credit hours required to graduate is 120 hours**

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by Lori Britt on