

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**SOCI 312: ADVOCACY, ACTIVISM & SOCIAL CHANGE**

**Created by: Christina M. Leshko, Ph.D.**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
DEPARTMENT OF SOCIAL SCIENCES  
SPRING 2023**

- A. **TITLE:** Advocacy, Activism, & Social Change
- B. **COURSE NUMBER:** SOCI 312
- C. **CREDIT HOURS:** 3 lecture hours per week for 15 weeks
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** No
- F. **SEMESTER(S) OFFERED:** Fall or Spring
- G. **COURSE DESCRIPTION:** In this course, students will develop an understanding of both national and international social movements while engaging in advocacy and activism. This course is grounded in an applied sociological approach, exploring strategies and mechanisms for facilitating social change and participating in social justice action. Students will examine the historical and theoretical foundations of social change, particularly as related to identities involving race, class, and gender. This course will present the relationship between society, social institutions, and advocacy work, with opportunities for students to develop practical skillsets in campaigning.
- H. **PRE-REQUISITES/CO-REQUISITES:**
- a. Pre-requisite(s): None.
  - b. Co-requisite(s): None.
  - c. Pre- or co-requisite(s): SOCI 101
- I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>ISLO</u></b>
a. Identify foundational concepts and theoretical frameworks used to define and contextualize social change.	2. Critical Thinking [CA]
b. Analyze national and international social movements, comparing the strategies and mechanisms utilized to facilitate change, particularly as related to identities involving race, class, and gender.	2. Critical Thinking [CA]
c. Evaluate advocacy methods and institutionalization processes, assessing impact, opportunity, and effectiveness.	2. Critical Thinking [CA]
d. Develop and apply advocacy skills towards implementing activist methods to support current social/political campaigns and social justice action.	2. Critical Thinking [PS]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

**J. APPLIED LEARNING COMPONENT:                      Yes X**

**K. TEXTS:**

Camahort Page, E., Gerin, C. & Wilson, J. (2018). *Road Map for Revolutionaries: Resistance Activism and Advocacy for All*. Penguin Random House.

**L. REFERENCES:**

- Arvidson, M., Johansson, H., & Scaramuzzino, R. (2018). Advocacy compromised: How financial, organizational and institutional factors shape advocacy strategies of civil society organizations. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 29(4), 844-856.
- Baumgartner, F., Kimball, D., Leech, B., & Hojnacki, M. (2009). *Lobbying and Policy Change: Who Wins, Who Loses, and Why*.
- Bobo, A., Kendall, J., & Max, S. (1991). *Organizing for Social Change: Midwest Academy Manual for Activists*.
- Dellmuth, L. M., & Tallberg, J. (2017). Advocacy strategies in global governance: Inside versus outside lobbying. *Political Studies*, 65(3), 705-723.
- Kristof, N. & WuDunn, S. (2008). *Half the Sky: Turning Oppression Into Opportunity for Women Worldwide*.
- Nelson, P. J., & Dorsey, E. (2008). *New rights advocacy: changing strategies of development and human rights NGOs*. Georgetown University Press.
- Pearson, C., & Trevisan, F. (2015). Disability activism in the new media ecology: Campaigning strategies in the digital era. *Disability & society*, 30(6), 924-940.

M. **EQUIPMENT:** Brightspace LMS

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Quizzes, Assignments, Discussion Boards, Journal Entries, Research, Projects

P. **DETAILED COURSE OUTLINE:**

- I. Foundational Concepts for Social Change
  - A. Defining Social Change
  - B. Causes of Social Change
  - C. Theories of Social Differentiation and Social Change
  
- II. Directions of Change: Cycles, Stages and Branches
  - A. Overview of Social Movements
  - B. Classifications of Social Movements
    1. Reform Movements
    2. Revolutionary Movements
    3. Religious Movements
    4. Alternative Movements
    5. Resistance Movements
  - C. Historical Social Movements
  - D. Contemporary Social Movements
  
- III. Mechanisms of Advocacy and Activism
  - A. Types and Models of Advocacy
  - B. Organizational Structures
  - C. Political Engagement, Lobbying, and Policy Change
  - D. Protests and Civil Disobedience
  - E. Radicalism and Violence
  - F. Community Mobilization
  - G. Educational Strategies
  
- IV. Developing and Applying Skills for Social Change
  - A. Developing Informational Materials
  - B. Utilizing Social Media
  - C. Economic Pressure
  - D. Political Engagement and Lobbying Representatives
  - E. Petitions
  - F. Reforming Institutions

Q. **LABORATORY OUTLINE:** None.