



Justice Institute of British Columbia COURSE OUTLINE

Course Code: MGMT185

Course Title: Advocacy Skills: The Tools For Change

Prerequisite Courses: None

Sponsoring Division: Community and Social Justice Division (Centre for Leadership)

Previous Course Code & Title: N/A

Course Effective Date: October 2009

# of Credits:	1
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Course Description: We all have the power to influence our world for the better through improving our advocacy skills. This course is for you if you wish to improve your skills to advocate for change at any level – from grassroots to large systems. More than ever, when the competition for scarce resources increases, effective advocacy skills become a critical asset. Through an interactive, problem-solving approach, you will gain a thorough understanding of how to influence the policy-making process in your own context and learn to formulate an effective advocacy campaign strategy. Together with others committed to positive community change, you will enhance your ability to lobby and influence key decision makers and gain confidence in your leadership role.

Course Goal(s):

To understand the levels of advocacy, from self advocacy to broad lobby campaigns and from individual to systems advocacy, in order to influence social awareness, individual attitudes and policy in agencies, communities and government.

Course Learning Objectives:

Upon successful completion of this course, the learner will be able to:

- understand the Canadian Charter of Rights and Freedoms as a basis for individual and systemic social advocacy.
- analyze current trends and the policy process in order to identify appropriate 'levers of influence' for social and/or community change.
- examine what makes lobbying successful including the role of public awareness, public education and media.
- identify a variety of advocacy approaches and the values and strategies that can lead to success.
- better understand their own personal "fit" for advocacy work.
- use their improved advocacy skills to achieve their personal, organizational and or community goals.



Course Topics/Content:

- Advocacy (including individual, self, system, and legal approaches)
- Communications
- Human Rights,
- Government policy making
- Ethics
- Understanding social policy

Text and Resource Materials: Use APA style; specify chapters where applicable. ([APA Style Guidelines](#))

Required:

Recommended:

Course Level:

	First Year		Second Year		Third Year		Fourth Year
X	Other (describe): Professional Path						

Equivalent Course(s) within the JIBC: N/A

Class Delivery Methods:

Some courses are delivered using a range of methods within one class (course section) or alternative methods in different classes. Please outline the most common delivery options used for this course. The total class hours should be the same for each option.

Delivery Methods	Class Option A (Hours)	Class Option B (Hours)	Class Option C (Hours)	Class Option D (Hours)
Classroom/Lecture/Discussion	14			
Simulation/Lab				
Practicum/Fieldwork				
Online				
Correspondence				
Total Class Hours	14			

Comments on Delivery Methods: This course will use a variety of methods, including small and large group discussions, role plays, lectures, case studies and reflective activities.

Related Program(s):

Credit Transfer exists at:



None available.

Course Grading System:

Check the system that applies to this course:

<input type="checkbox"/>	Letter Grades	<input type="checkbox"/>	Percentage	<input type="checkbox"/>	Pass/Fail	<input checked="" type="checkbox"/>	X	<input type="checkbox"/>	Credit/No Credit
<input type="checkbox"/>	Complete/Incomplete	<input type="checkbox"/>	Attendance Only	<input type="checkbox"/>	Not Applicable				

Passing Grade:	Credit Granted
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JIBC Standard Grading Scale for Letter, Grade Point and % Grades:

Letter Grade	Grade Points	% Range
A+	4.33	90-100
A	4.00	85-89
A-	3.67	80-84
B+	3.33	76-79
B	3.00	72-75
B-	2.67	68-71

Letter Grade	Grade Points	% Range
C+	2.33	64-67
C	2.00	60-63
C-	1.67	56-59
D	1.00	50-55
F	0.00	0-49

Evaluation Activities and Weighing: (complete the %'s which apply – total must equal 100%)

Final Exam	%	Assignments	%	Project	%	Capstone Project	%
Midterm Exam	%	Portfolio	%	Participation	100%	Other	%
Quizzes/Test	%	Simulations	%	Practicum	%	TOTAL	100%

Comments on Evaluation: Full attendance is required to receive credit for this course.

Other Course Guidelines, Procedures and Comments:

View the Justice Institute of BC Policies listed below at:

<http://www.jibc.ca/studentServices/main/AcademicServices/policies.htm>

Access Policy
Harassment Policy
Prior Learning Assessment Policy
Student Code of Conduct

Academic Appeals Policy
Intellectual Property Rights Policy
Research on Human Subjects: Ethics
Student Records