

Certificate: Child and Family Advocacy

Certificate Description:

This certificate provides training in effective advocacy at the individual, community, and public policy levels. It is designed to assist students in advocating more effectively for marriage and family in their respective towns, communities, countries, and online platforms. Students who complete this certificate will demonstrate advanced communication skills in both writing and speaking, with an emphasis on persuasive communication. This certificate is developed and granted by BYU-Idaho.

Course Code	Course Name	15 Credits
FAML 430	Family & Community	3 Credits
COMM 102	Public Speaking	3 Credits
COMM 352	Persuasion	3 Credits
SMMBC 160	Social Media Advocacy	3 Credits
POLSC 110 or POLSC 170	American Government or International Politics	3 Credits

Course Descriptions:

FAML 430 (3 credits) – Family & Community

This course consists of ecological and gospel perspectives on providing family-focused prevention and intervention services and support to diverse families. Emphasis is placed on communicating with families, empowering parents, developing family and professional partnerships, interagency collaboration, and accessing and linking families and community resources.

COMM 102 (3 credits) – Public Speaking

This course is an exploration of the fundamental principles and practices of effective informative and persuasive speeches. This course examines basic elements of public speaking, including strengthening speaker confidence, ethics of speaking, audience analysis and adaptation, appropriate methods of delivery, researching supporting materials, effective use of presentational aids, and effective outlining and delivery of speeches.

COMM 352 (3 credits) – Persuasion

This course encourages students to use logos, pathos, and ethos to extend their reach of influence. Students will explore means of achieving common ground among competing interests by emphasizing the critical thinking skills necessary to understand and communicate about complex, controversial issues in non-confrontational ways either written or oral. This course culminates in a team community-action project.

SMMBC 160 (3 credits) – Social Media Advocacy

Large brands are shifting their advertising budgets towards digital and social media. In this course, students will learn what social media advertising is. They will create advertising content using Canva and create and analyze advertising campaigns on various social media marketing platforms, including Facebook, Twitter, Pinterest, YouTube, LinkedIn, Instagram, and Snapchat. Students will also engage in social listening using Hootsuite and identify effective brand-advocacy methods. This course was developed with the subject matter expertise and oversight of the LDS Business College (LDSBC).

POLSC 110 (3 credits) – American Government

This course consists of an English background of American institutions, colonial systems of government, the Constitution, and the evolution and adoption of government to the changing role of the United States as an industrialized member of the world of nations and the changing federal/state relations.

POLSC 170 (3 credits) – International Politics

This course consists of the study of the geographic, demographic, economic, and ideological factors affecting international behavior, including the function of power, diplomacy, international law, and organization.

Outcomes:

- Communicate persuasively regarding marriage, children, and family.
- Effectively use social media channels to advance causes related to healthy marriages and families.

Potential Employment:

- Typically, additional certificates or degrees could be required in this field before jobs could be expected.
- In the United States - entry level, support positions in the following fields:
 - Family mediation
 - Family issues advocacy
 - Child advocacy