

# POLITICAL CAMPAIGNING AND ADVOCACY

## Minor Starting Fall 2016



- New minor with department of political science and department of communications.
- Learn about the political parties, running political campaigns and advocating in the political process.
- Learn how politics and communications interact.
- Internship with a political campaign required.

In response to demand from students and potential employers, the Department of Political Science and Public Administration is partnering with the Department of Communication to offer a new minor in Political Campaigns and Advocacy. The minor will be 15 credits, including 9 credits of required courses and 6 credits of electives. The required courses are POS 3444 Parties, Campaigns, and Elections (3 credits); POS 4740 Survey Research (3 credits); and POS 4945 Internship/Field Experience (3 credits). Electives are selected from a list of 16 courses, 8 of which are in the Department of Communication and 8 in the Department of Political Science and Public Administration. No new resources are required, as this minor uses existing courses.



### Contact Information

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### **Minor: Political Campaigns and Advocacy (15 credits)**

A grade of C or higher is required in all minor coursework. Only 2 courses or 6 semester hours may be transferred in to satisfy minor requirements. No more than 1 course or 3 semester hours at the lower level may apply toward the minor. Students with significant and documented previous campaign experience can petition the Chair of the Department of Political Science and Public Administration for a waiver of the internship requirement, to be substituted with a minor elective from the list below.

**POS 3444** Parties, Campaigns, & Elections  
(3 credits)

**POS 4750** Survey Research (3 credits)

**POS 4945** Internship/Field Experience (3 credits)

### **SELECT 2 FROM THE FOLLOWING:**

**ADV 3008** Principles of Advertising (3 credits)

**ADV 3101** Advertising Creative Strategy  
(3 credits)

**INR 3102** Real Policy World (3 credits)

**MMC 3402** Political Advertising (3 credits)

**POS 3114** Issues in State and Local Gov't.  
(3 credits)

**POS 3142** Politics & Policy in Urban Gov't.  
(3 credits)

**POS 3235** Government and Mass Media  
(3 credits)

**POS 3413** The American Presidency (3 credits)

**POS 3424** Congress and Legislative Process  
(3 credits)

**POS 4905** Directed Individual Student  
(1-4 credits)

**PUP 4003** The Policy-Making Process (3 credits)

**PUR 3000** Principles of Public Relations (3 credits)

**PUR 3100** Public Relations Writing (3 credits)

**PUR 4400** Crisis Communications (3 credits)

**PUR 4450** Public Relations & Event Planning  
(3 credits)

**RTV 3601** Multimedia Announcing & Performance  
(3 credits)