APPLIED POLITICAL COMMUNICATION, CERTIFICATE

Applied political communication encompasses the interaction of political figures, political interests, governmental institutions, media, and the public in their efforts to persuade and influence political power and public policy outcomes. This certificate's interdisciplinary nature applies the fundamentals of public communication and political science to meet the specific needs and goals of political campaigns and advocacy organizations. Topics covered include campaign leadership strategies, audience analysis pertaining to specific publics, crisis communication, effective strategic messaging campaigns targeting publics through traditional communication channels, digital communication assets, and social media platforms. The certificate is designed for students seeking preparation for careers as legislative aides, political consultants, campaign managers, social media or digital strategists, political journalists, government press secretaries, lobbyists, or aides in public affairs organizations.

Program Contact (Political Science)
Dr. David Cohen
Professor, Political Science
330-972-6045
dbcohen@uakron.edu

Program Contact (Communication)
Dr. Julia Spiker
Professor, Communication
330-972-7198
jspiker@uakron.edu

Required Core Courses - 6 credits

Code	Title	Hours
POLIT:570	Fundamentals of Political Strategy	3
COMM:575	Political Communication	3

Required Internship - 3 credits

Code	Title	Hours
POLIT:695	Internship in Government & Politics	1-6
or COMM:680	Graduate Communication Internship	

Elective Courses - 9 credits

Code	Title	Hours
Political Science Courses (Minimum of 3 credits)		
POLIT:502	Politics and the Media	3
POLIT:527	Campaign Battleground	3
POLIT:540	Survey Research Methods	3
POLIT:571	Fundamentals of Electoral Messaging	3
POLIT:572	Campaign Finance, Fundraising, and Budgeting	3
POLIT:573	Voter Contact & Elections	3
POLIT:574	Political Opinion, Behavior & Electorial Politics	3
POLIT:575	American Interest Groups	3
POLIT:576	American Political Parties	3
POLIT:577	Government Relations and Lobbying	3
POLIT:578	Fundamentals of the Digital Campaign	3
POLIT:695	Internship in Government & Politics [1]	3-6
Communication Courses (Minimum of 3 credits)		
COMM:506	Contemporary Public Relations	3
COMM:510	Crisis Communication	3
COMM:516	Social Media Content Creation	3
COMM:517	Social Media Platforms	3
COMM:531	Risk Communication	3
COMM:631	Analyzing Organizational Communication	3
COMM:540	Strategic Social Media	3
COMM:542	Social Media Metrics and Analytics	3
COMM:557	Public Speaking in America	3
COMM:559	Leadership and Communication	3
COMM:571	Theories of Rhetoric	3
COMM:680	Graduate Communication Internship [1]	1-6

[1] If taken instead of POLIT:695 or for additional credit beyond the three credits needed to fulfill the Required Internship.