

APPLIED POLITICAL COMMUNICATION, CERTIFICATE

Certificate in Applied Political Communication (370019C)

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.

Requirements for Admission

This certificate program is open to all students who have been admitted to undergraduate study at the University of Akron.

Program Contact

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

The following information has official approval of **The Buchtel College of Arts & Sciences**, but is intended only as a guide. Completion of this certificate is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

The following courses constitute a "Certificate in Applied Political Communication" and must be completed with a minimum grade point average of 2.0 overall for the certificate to be noted on the student's record.

Summary

Code	Title	Hours
	Required Core	6
	Required Internship	3
	Elective	9
Total Hours		18

Required Core

Code	Title	Hours
POLIT:470	Fundamentals of Political Strategy	3
COMM:475	Political Communication	3
Total Hours		6

Required Internship

Code	Title	Hours
Complete 3 credits:		3
POLIT:395	Internship in Government & Politics	
or COMM:480	Communication Internship	
Total Hours		3

Electives

Code	Title	Hours
Complete a total of 9 credits:		9
<i>Political Science Courses (minimum 3 credits)</i>		
POLIT:402	Politics and the Media	
POLIT:427	Campaign Battleground	
POLIT:440	Survey Research Methods	
POLIT:471	Fundamentals of Electoral Messaging	
POLIT:472	Campaign Finance, Fundraising, and Budgeting	
POLIT:473	Voter Contact & Elections	
POLIT:474	Political Opinion, Behavior & Electoral Politics	
POLIT:475	American Interest Groups	
POLIT:406	Comparative Constitutional Law	
POLIT:477	Government Relations and Lobbying	
POLIT:478	Fundamentals of the Digital Campaign	
POLIT:395	Internship in Government & Politics	
<i>Communication Courses (minimum 3 credits)</i>		
COMM:307	Principles of Social Media	
COMM:219	Introduction to Public Relations	
COMM:303	Public Relations Writing	
COMM:309	Public Relations Publications	
COMM:368	Basic Audio & Video Editing	
COMM:472	Video Production	
COMM:405	Media Copywriting	
COMM:406	Public Relations Theory	
COMM:409	Public Relations Strategic Campaigns	
COMM:429	Advanced Strategic Social Media	
COMM:435	Organizational Communication	
COMM:436	Analyzing Organizational Communication	
COMM:459	Leadership and Communication	
COMM:468	Advanced Audio and Video Editing	
COMM:480	Communication Internship ¹	
Total Hours		9

¹ If taken instead of COMM:475 or for additional credit beyond the 3 credits needed to fulfill the Required Internship