

CAMPAIGN CONSULTING, CERTIFICATE

(Code 420-601)

The **Certificate in Campaign Consulting** is designed for the student seeking an opportunity to learn the skills of campaign organization and management. Students develop campaigning skills including organization of workers, marketing of candidates, issue development, use of media, and campaign finance. The certificate in Campaign Consulting is the only university course of study providing training and experience in local elections.

Currently enrolled degree-seeking students are eligible to complete a certificate in Campaign Consulting.

Code	Title	Credits
Students are required to earn a total of 18 credits toward the certificate.		
Required Courses:		
POLS 110	American National Politics	3
POLS 341	Political Parties, Elections, and Voting	3
POLS 342	Public Opinion and Political Behavior	3
POLS 498	Internship	3
The remaining six credits are to be selected from:		6
POLS 301	State and Local Politics	
POLS 340	Congress and the Presidency	
POLS 343	Public Administration	
POLS 344	Media and Politics	
POLS 350	Group and Minority Politics	
POLS 498	Internship (campaign related) (additional 3 crs)	
Total Credits		18

NOTE: Students cannot pursue the Political Science Major and Campaign Consulting Certificate to meet graduation requirements for completing a first and second degree program.

All of these courses are regularly offered in the department.

Students seeking a certificate in Campaign Consulting will be assigned an advisor within the Department of Political Science and Criminal Justice.

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- **Communication Skills:** Political Science students will be able to write and speak effectively.
- **Research Skills:** Political Science students will be able to construct research questions and use appropriate sources and methods to answer them.
- **Knowledge of American Politics:** Political Science students will analyze political behavior, institutions, and law or policy.
- **Civic Responsibility:** Political Science students will demonstrate sense of responsibility necessary to become constructive global citizens.