

# PRACTICAL POLITICS CERTIFICATE

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PROGRAM CODE: 2C41832

The **Practical Politics Certificate** is designed for students who intend to become political practitioners and to augment their background and skills through exposure to political science frameworks and concepts, with a focus on local campaign strategies, campaign management, data analysis, and messaging. Students are expected to sharpen the skills and understanding required of thoughtful and effective practitioners in elective and appointive public service. Instruction involves public speaking and communication skills; public relations and media relations; statistical analysis and understanding of polling data; GIS, mapping, and data analysis; and the practical skills of campaigns. The Practical Politics Certificate requires a total of 16-17 units.

| Code                     | Title  | Units        |
|--------------------------|--|--------------|
| <b>Required Courses:</b> |  |              |
| COMM 105 F               | Interpersonal Communication  | 3            |
| GEOG 230 F               | Introduction to Geographic Information Systems (formerly GEOG 281AF) | 3-4          |
| or SOCS 120 F            | Introduction to Probability and Statistics                           |              |
| JOUR 110 F               | Mass Media Survey  | 3            |
| or JOUR 110HF            | Honors Mass Media Survey   |              |
| JOUR 150 F               | Social Media Communications  | 3            |
| POSC 135 F               | Campaigns and Elections  | 3            |
| POSC 198 F               | Political Campaign Internship  | 1            |
| or POSC 199 F            | Public Policy Internship   |              |
| or POSC 299 F            | Political Science Independent Study                                  |              |
| <b>Total Units</b>       |  | <b>16-17</b> |

**Outcome 1:** *Identify the components of the transactional model of communication.*

**Outcome 2:** *Utilize an understanding of the history, economics, and structure of the media to analyze and appraise media products and current controversies in the mass communications industries.*

**Outcome 3:** *Identify and produce accurate and compelling social media posts in a timely manner and under deadline pressure.*

**Outcome 4:** *Critically analyze what is needed to manage and the strategies of successful campaigns.*

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