



ROBERTSON SCHOOL OF GOVERNMENT

Certificate of Graduate Studies  
(CGS)

*Political Campaign Strategies &  
Management*

Fall 2022 Academic Degree Plan

<u>GETTING STARTED (Required Co-requisites)</u>		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
<input type="checkbox"/>	UNIV LIB Information Research & Resources <sup>1</sup>	0	___	___
 <b><u>CONCENTRATION COURSES (12 hours)</u></b>				
<i>Required courses (6 credits):</i>				
<input type="checkbox"/>	GOV 664 Political Communication	3	___	___
<input type="checkbox"/>	GOV 665 Political Campaign Strategies & Management	3	___	___
 <i>Select 2 courses (6 credits) from the list below:</i>				
<input type="checkbox"/>	GOV 541 Advertising & Promotion	3	___	___
<input type="checkbox"/>	GOV 544 Viral Marketing	3	___	___
<input type="checkbox"/>	GOV 547 Social Media & Internet Marketing	3	___	___
<input type="checkbox"/>	GOV 648 Public Relations: Cases & Campaigns	3	___	___
<input type="checkbox"/>	GOV 549 Crisis Communication & Organization Image	3	___	___
<input type="checkbox"/>	GOV 694 Not-for-Profit & Faith-Based Organizations Fundraising Development	3	___	___
<b>Total Hours</b>		<b>12</b>		

#### Graduation Requirements

Complete 12 credit hours.

Certificate must be completed within 5 years.

Maintain a minimum cumulative GPA of 3.00.

Students are required to receive a C or better in their core courses.

#### Notes

<sup>1</sup> All certificate students must take these co-requisites during their first semester of matriculation.

Students may not use coursework to receive both a certificate and an academic concentration in overlapping or similar fields.

MA in Government, MA in National Security Studies, and MPA students have the option of earning multiple certificates.

Non-degree seeking students may earn one certificate without being admitted to the MA in Government, MA in National Security Studies, or MPA programs.

*Continued*

**SUGGESTED COURSE SEQUENCE - 2 YEAR PLAN\*****Fall Term 1**

UNIV LIB	0
Elective Course	3
Total	3

**Spring Term 1**

Elective Course	3
Elective Course	3
Total	6

**Summer Term 1**

Elective Course	3
Total	3

\*Alternative sequences may be available. Please confirm with your SEP and the Course Planning Tool for additional information and contact Academic Advising with any questions or concerns.

\*Regent University has the right to add to or change this worksheet. **This Degree Worksheet is an unofficial document.**