



ROBERTSON SCHOOL OF GOVERNMENT

Master of Arts (M.A.) in
Campaigns & Political Leadership
*Concentration in Marketing
and Communication*

Fall 2022 Academic Degree Plan

		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>	
<u>GETTING STARTED (Required Co-requisites)</u>					
<i>or</i>	<input type="checkbox"/> GOV 501	Graduate Foundations of Government	2	___	___
	<input type="checkbox"/> UNIV LIB	Information Research & Resources ₁	0	___	___
<u>CORE COURSES (24 hours)</u>					
	<input type="checkbox"/> GOV 603	Research Methods ₂	3	___	___
	<input type="checkbox"/> GOV 604	Christian Foundations of Government ₂	3	___	___
	<input type="checkbox"/> GOV 614	American Politics	3	___	___
	<input type="checkbox"/> GOV 663	Political Parties and Institutions	3	___	___
	<input type="checkbox"/> GOV 664	Political Communication	3	___	___
	<input type="checkbox"/> GOV 665	Political Campaign Strategies & Management	3	___	___
	<input type="checkbox"/> GOV 668	Leadership & Administrative Ethics	3	___	___
	<input type="checkbox"/> GOV 694	Not-for-Profit and Faith-Based Organizations Fundraising Development	3	___	___
<u>CONCENTRATION COURSES (6 hours)</u>					
<i>Select 2 courses (6 credits) from the list below</i>					
	<input type="checkbox"/> GOV 542	Multiplatform Writing	3	___	___
	<input type="checkbox"/> GOV 544	Viral Marketing	3	___	___
	<input type="checkbox"/> GOV 546	The Digital Marketing Landscape	3	___	___
	<input type="checkbox"/> GOV 547	Social Media & Internet Marketing	3	___	___
	<input type="checkbox"/> GOV 548	Public Relations: Cases & Campaigns	3	___	___
	<input type="checkbox"/> GOV 549	Crisis Communication & Organizational Image	3	___	___
<u>Capstone (3 hours)</u>					
	<input type="checkbox"/> GOV 695	Internship	3	___	___
		Total Hours	33+		

Continued

Graduation Requirements

Complete 33+ credit hours.

Degree 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.

The limit for the number of credits accepted by Advanced Standing and transfer is forty-nine percent of total degree requirements.

Notes

¹ Students are registered for GOV 501 based on their admissions writing sample score. Students are required to take UNIV LIB but will be waived if a student successfully completes GOV 501.

² Recommended to take during first or second semester.

³ Approval required from Academic Advisor

MA students have the option of earning multiple certificates.

SUGGESTED COURSE SEQUENCE - 2 YEAR PLAN*

Fall Term 1

GOV 501 or UNIV LIB	0-2
GOV 603	3
GOV 604	3
Total	<u>6 to 8</u>

Spring Term 1

GOV 665	3
GOV 694	3
Concentration Course	3
Total	<u>9</u>

Summer Term 1

GOV 614	3
GOV 664	3
Total	<u>6</u>

Fall Term 2

GOV 668	3
Concentration Course	3
Total	<u>6</u>

Spring Term 2

GOV 663	3
GOV 695	3
Total	<u>6</u>

*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.**