REGENT UNIVERSITY

ROBERTSON SCHOOL OF GOVERNMENT

Certificate of Graduate Studies (CGS)

Political Campaign Strategies & Management

Academic Degree Plan

GETTING STARTED (Required Co-requisites)		Hrs	Sem	Grade
☐ UNIV LIB	Information Research & Resources [1]	0	____	____
CONCENTRATION COURSES (12 hours)				
Required courses (6 credits):				
☐ GOV 664	Political Communication	3	____	____
☐ GOV 665	Political Campaign Strategies & Management	3	____	____
Select 2 courses (6 credits) from the list below:				
☐ GOV 541	Advertising & Promotion	3	____	____
☐ GOV 544	Viral Marketing	3	____	____
☐ GOV 547	Social Media & Internet Marketing	3	____	____
☐ GOV 548	Public Relations: Cases & Campaigns	3	____	____
☐ GOV 549	Crisis Communication & Organization Image	3	____	____
☐ GOV 694	Not-for-Profit & Faith-Based Organizations Fundraising Development	3	____	____
	Total Hours	**12**		

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

[1] 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.**