



ROBERTSON SCHOOL OF GOVERNMENT

Certificate of Graduate Studies
(CGS)

Political Campaign Strategies

Fall 2019 Academic Degree Plan

GETTING STARTED (Required Co-requisites)		Hrs	Sem	Grade
<input type="checkbox"/>	UNIV LIB University Library Course ₁	0	___	___
<input type="checkbox"/>	ENGL 500 Graduate Academic Writing Success ₁	0	___	___
CONCENTRATION COURSES (12 hours)				
<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"/>	COM/JRN 607 Social Media & Internet Marketing	3	___	___
<input type="checkbox"/>	COM 651 Public Relations: Cases & Campaigns	3	___	___
<input type="checkbox"/>	COM 652 Crisis Communication & Organizational Image	3	___	___
<input type="checkbox"/>	GOV 694 Not-for-Profit & Faith-Based Organizations	3	___	___
	Fundraising Development			
<input type="checkbox"/>	MKTG 631 Advertising & Promotion	3	___	___
<input type="checkbox"/>	MKTG 634 Viral Marketing	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 .

Only courses in which a student receives a **B - or better** will count toward a degree or certificate in the Robertson School of Government.

Notes

¹ All certificate students must take these co-requisites 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 - 1 YEAR PLAN

Fall Term 1

UNIV LIB	0	
ENGL 500	0	
GOV 664	3	
Total	3	

Spring Term 1

Elective Course	3	
GOV 665	3	
Total	6	

Summer Term 1

Elective Course	3	
Total	3	

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