


**ROBERTSON SCHOOL OF GOVERNMENT**
**Certificate of Graduate Studies  
(CGS)  
*Political Campaign Strategies &  
Management***

 Spring/Summer 2021  
Academic Degree Plan

<b><u>GETTING STARTED (Required Co-requisites)</u></b>		<b><u>Hrs</u></b>	<b><u>Sem</u></b>	<b><u>Grade</u></b>
<input type="checkbox"/>	UNIV LIB      University Library Course <sub>1</sub>	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"/>	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	___	___
<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 .  
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	
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.**