

# **Political Communication Certificate – Embedded**

## **Contact Information**

**Website:** <https://radow.kennesaw.edu/sgia/programs/cert-pc.php>  
**(470) 578-6227**

## **Program Description**

This certificate program emphasizes the intersection of politics and communication. Students will gain exposure to academic theory and hands-on learning experience that focuses on the relationship between political structures, systems, and processes and professional communication, in particular journalism and public relations. It is designed for students seeking preparation for careers in a number of fields, for example, political consultants, campaign managers, legislative aids, lobbyists, public policy and media analysts, speech writers, political journalists, and public relations professionals.

## **Required Courses (9 Credit Hours)**

- PR 3335: Public Relations Principles  
or
- PR 3429: Persuasion Methods and Strategies
- POLS 3380: Mass Media and Politics
- POLS 3398: Internship  
or
- COMM 3398: Internship in Communication

## **Elective Courses (9 Credit Hours)**

No more than 6 hours of elective coursework may come from one department.

- JOUR 3310: Concepts in New Media
- PR 4415: Topics in Public Relations
- POLS 3385: Campaigns and Elections
- POLS 3388: Lobbying and Interest Groups
- POLS 3390: Political Research On-Line
- POLS 3394: Public Opinion
- POLS 4412: Urban Politics

## **Program Total (18 Credit Hours)**