

# American University

## School of Public Affairs / School of Communication

### Master of Arts, Political Communication

(Complete 36 credit hours)

Students must finish the master's degree requirements within three years from the date of first enrollment in the master's program.

Course Requirements: Core (Complete 24 credit hours)	Semester	Grade
<b>Required (4 credits)</b>		
GOVT-628 or COMM-628 Proseminar in Political Communication (1)		
GOVT-629 or COMM-629 Capstone in Political Communication (3)		
<b>Government:</b>	Semester	Grade
GOVT-620 Applied Politics and Public Policy (3)		
GOVT-643 Applied Political Writing (3)		
Institutes - Complete 5 credit hours from the following:		
GOVT-520 Advanced Studies in Campaign Management* (4)		
GOVT-521 Topics in Campaign Management (1)		
GOVT-523 The Art and Craft of Lobbying* (4)		
GOVT-524 Topics in Public Affairs and Advocacy (1)		
(*offered during winter break & during first two weeks of summer)		
<b>Communication:</b>	Semester	Grade
COMM-639 Political Communication (3)		
COMM 640 Principles of Strategic Communication (3)		
COMM-735 Communication Theory (3)		
COMM-738 Research for Strategic Communication (3)		
Electives (Complete 9 credit hours): from the following, or other approved courses with permission of the program directors:		
<b>Government:</b>	Semester	Grade
GOVT-523 The Art & Craft of Lobbying (3-4): European Public Affairs & Advocacy Institute (3)		
GOVT-644 Political Speechwriting (3)		
GOVT-651 The Legislative Process (3)		
GOVT-652 The Presidency and the Executive Branch (3)		
GOVT-656 Voting Behavior, Elections, and Campaigns (3)		
GOVT-682 Women and Politics (3)		
GOVT-683 Women, Politics, and Public Policy (3)		
GOVT-684 Women and Political Leadership (3)		
GOVT-685 Topics in Women and Politics (1-4)		
<b>Communication:</b>	Semester	Grade
COMM-509 Politics and the Media (3)		
COMM-521 Opinion Writing (3)		
COMM-533 Ethics in Strategic Communication (3)		
COMM-540 Social Marketing for Social Impact (3)		
COMM-542 Media Relations (3)		
COMM-543 Speechwriting (3)		
COMM-551 Grassroots Digital Advocacy (3)		
COMM-567 Communication and Social Change (3)		
COMM-579 Political Advertising (3)		
COMM-596 Selected Topics: Non-Recurring (1-6)		
COMM-608 Social Media Strategies and Tactics (3)		
COMM-641 Crisis Communication (3)		
COMM-642 Strategic Communication Leadership and Management (3)		
COMM-643 Foreign Policy and the Press (3)		
COMM-644 Writing for Strategic Communication (3)		
COMM-649 International Strategic Communication (3)		
COMM-689 Communication, Culture, and the Environment (3)		