

# CAMPAIGNS & ELECTIONS MINOR

This Minor provides background to prepare students for possible volunteer or career-track work in consulting or campaigns. The Minor would be a complement to a Political Science, Management, Economics, Communication, Journalism or other major. Also a complement to majors with advocacy as common career track (Environmental Studies, Holocaust and Genocide Studies, or Women's and Gender Studies, for example).

The Minor consists of one required course and four other courses (totaling 20 credits). Students must choose courses from at least three disciplines and an array of Group 1 and Group 2 choices. Group 1 choices are considered most central to the desired outcomes above and may have prerequisites. Group 2 choices are related lower-level courses with important content. Group 2 choices are offered more frequently and can be used when Group 1 courses are unavailable or to facilitate a student's progress toward timely completion of the Minor. Students are advised to pursue a related outside internship or other experiential learning opportunity. Department internship credit awarded for such an experience may be applied to the completion of the Minor.

The Minor is coordinated by a tenured faculty member responsible for teaching a course from one of the contributing departments. The coordinator will review and approve any related internship credit applied toward the Minor and sign off on needed substitutions or other exceptions to stated requirements. The coordinator will also approve and seek out opportunities for special topics courses related to the Minor.

Code	Title	Credits	Completed
<b>Minor Requirements (20 credits)</b>			
<i>Foundation Course</i>			
POSC-310	Political Participation	4	
<i>Group One Courses</i>			
<i>Select <b>two</b> of the following:</i>		8	
COMM-378	Persuasion		
JRN-386	Public Relations Principles		
JRN-486	Public Relations Practice		
MGT-331	Principles of Marketing		
MGT-333	Advertising & Promotion		
PSYC-221	Social Psychology		
<i>Group Two Courses</i>			
<i>Select <b>two</b> of the following:</i>		8	
ISPOSC-210	United States Politics		
IHCOMM-171	Public Speaking		
IHJRN-130	Media Writing Fundamentals		
IHJRN-155	Multimedia Fundamentals		

MATH-141	Introductory Statistics	
MATH-341	Applied Statistics	
MGT-140	Quantitative Decision-Making	
ACCT-215	Accounting for Decision Making	
MGT-301	Org Theory & Behavior	
<b>Total Credits</b>		<b>20</b>

Students may also be granted credit for Special Topic or Internship coursework with approval of Coordinator.

## Upon completion of the Campaigns and Elections Minor, students will:

- Be prepared for possible volunteer or career-track work in consulting or campaigns.
- Have learned about elections, voters, and their behavior; presenting and marketing of a candidate or political issue; principles of communication, persuasion, and decision-making; geographic and other population data and its collection and use; and considerations including budgeting, goal setting, and team building associated with an organization of business.