GLOBAL STRATEGIC COMMUNICATION
Political Communication Track

Audience Research Methods   **MMC6475**   **3 Credits**
12-week Asynchronous
This class introduces and immerses students in the primary and secondary research methods and approaches used for analyzing consumers and audiences across media platforms.

Digital Imagery in Web Design   **VIC5325**   **4 Credits**
16-week Live
This course familiarizes students with the development and impact of imagery in interactive media. Students will learn how visual 'language' is the basis for developing contextual symbolic meanings that are shared throughout a culture. Semiotics, information design and persuasive communication will be explored in this course. Students will develop communicative images using their knowledge gained through lectures, discussions and Adobe Photoshop training.

Introduction to Digital Political Campaigning   **MMC6936**   **3 Credits**
12-week Asynchronous
This class will serve as an introduction to the cutting edge and growing field of digital political campaigning. Students will be provided with a foundation on which to build as they move through the Master's in Political Communication curriculum. The class will present an overview of the skills and tactics necessary to develop and implement digital strategies for success in today's political environment.

Introduction to Digital Political Organizing   **MMC6936**   **3 Credits**
12-week Asynchronous
This course will teach the students the necessary skills and best practices of political organizing online. They will learn how to implement campaign style tactics across email, social media, website, voter targeting, advertising and field. The students will have a fundamental understanding of how to engage voters online based on self-identified and publicly available data points.