

# Campaign Management Minor

Are you interested in political campaigns?

Want to learn how to manage one?

This is the minor for you. Learn the ins and outs of campaign management, such as:

- How elections work,
- How to strategize a campaign,
- How to utilize the media,
- How political parties work,
- How to write a political speech,
- And much more.

## Contact for More Information:

- Dr. Ben Taylor, Department of Public & International Affairs, Leutze Hall 260, email: [taylorjb@uncw.edu](mailto:taylorjb@uncw.edu), phone: (910) 962-7197
- Dr. Jennifer Brubaker, Department of Communication Studies, Leutze Hall 234, email: [brubakerj@uncw.edu](mailto:brubakerj@uncw.edu), phone: (910) 962-3448



## Core Courses (12 Hours)

**COM 250** – Introduction to Political Communication

**COM 352** – Election Campaign Communication

**PLS 205** – Campaign & Elections

**PLS 404** – Campaign Management & Strategies

## Electives (6 Hours)

### Choose 2 Courses

**COM 256** – Persuasive Communication & Social Influence

**COM 351** – Media & Politics

**COM 356** – Speech Writing

**PLS 303** – Political Behavior

**PLS 353** – American Parties & Interest Groups

**PLS 403** – Public Opinion

## Total: 18 Hours

Students must complete a minimum of 9 hours from outside their major

Students must earn a minimum of “C” (2.0) average for all courses counted toward the minor