

Political Management (POLM)

Political Management (POLM) Courses

POLM 3000 [0.5 credit]

Introduction to Political Management

Introduction to the field of political management. The institutional, legislative and ethical context in which party strategists, campaign managers, pollsters, lobbyists and civil society operate. Related administrative and communications skills.

Also listed as COMS 3100, PSCI 3410.

Precludes additional credit for COMM 3100 (no longer offered).

Prerequisite(s): third-year standing.

Lecture three hours a week.

POLM 4010 [0.5 credit]

Polling and Opinion Research

The different elements of opinion research such as opinion measurement, questionnaire design, interviewing, data analysis and interpretation, and how this helps understand the process by which citizens make decisions about political issues.

Prerequisite(s): POLM 3000.

Also offered at the graduate level, with different requirements, as POLM 5010, for which additional credit is precluded.

Seminar three hours a week.

POLM 4012 [0.5 credit]

Political Advocacy

An exploration of the knowledge and skills necessary in political advocacy and public affairs: public policy knowledge, in-depth knowledge of the political system, strategic communications skills and particularly the ability to explain complex problems and solutions clearly and concisely.

Prerequisite(s): POLM 3000.

Also offered at the graduate level, with different requirements, as POLM 5012, for which additional credit is precluded.

Seminar 3 hours per week