

# Political Management (POLM)

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## Political Management (POLM) Courses

### **POLM 5001 [0.5 credit]**

#### **Parliament and Parties in Canada**

A critical introduction to the development of public policy and the exercise of political power in Canada, concentrating on political management in the context of Parliament and political parties.

Includes: Experiential Learning Activity

### **POLM 5002 [0.5 credit]**

#### **The Core Executive in Canada**

An examination of how public policy originates, and how its development is managed within the executive branch, with particular emphasis on the Cabinet process and the relationship between political actors and the public service.

Includes: Experiential Learning Activity

### **POLM 5004 [0.5 credit]**

#### **Advanced Strategic Communications**

An exploration of how to understand an issue environment, develop positive and productive social media and mainstream media approaches, create a crisis communications strategy, and ensure a strong reputation management capacity.

Includes: Experiential Learning Activity

Prerequisite(s): POLM 5018.

### **POLM 5005 [0.5 credit]**

#### **Political Offices**

A critical examination of the diverse roles of political staffers working in the offices of elected officials in Canada, with a focus on federal executive and parliamentary offices but also including work in the context of election campaigns, political parties, municipal and provincial governments.

Includes: Experiential Learning Activity

### **POLM 5007 [0.25 credit]**

#### **Writing in a Political Context**

The craft of effective political writing, focusing on how to optimize messages in speeches, press releases, policy papers and other written products.

### **POLM 5008 [0.25 credit]**

#### **Ethics in Political Management**

An examination of the ethical codes that should guide activities and professional relationships of individuals working in the political system.

Includes: Experiential Learning Activity

### **POLM 5009 [0.25 credit]**

#### **Media Relations**

The theory and practice of media relations in a political environment.

Includes: Experiential Learning Activity

### **POLM 5010 [0.5 credit]**

#### **Polling and Opinion Research**

Exploring theory, design, and execution of public opinion research to support campaign and advocacy strategies. Overview of ways to incorporate research in strategy development, methodologies used, and how to use opinion research to make better decisions. No statistical or mathematical background required.

Includes: Experiential Learning Activity

Also offered at the undergraduate level, with different requirements, as POLM 4010, for which additional credit is precluded.

### **POLM 5011 [0.5 credit]**

#### **Political Campaigns**

A strategic approach to developing and executing political campaigns (national, regional, local and issue-based), including: campaign ethics; campaign organization; use of new technology and social media; fundraising and budget; development and delivery of messages; GOTV efforts; policy and platform; issue management; tour; innovations and trends.

Includes: Experiential Learning Activity

### **POLM 5012 [0.5 credit]**

#### **Advocacy and Government Relations in Canada**

Through applied exercises, case studies and a project with an external organization, students will build knowledge and skills required for advocacy and government relations in the private and voluntary sectors.

Includes: Experiential Learning Activity

Also offered at the undergraduate level, with different requirements, as POLM 4012, for which additional credit is precluded.

### **POLM 5013 [0.5 credit]**

#### **Political Management and the Media**

An examination of the organization and practices of major media. Coverage of public officials, public policy issues and legislative battles, paying particular attention to the current and seismic changes in the media as agencies of public address, and the consequences for politics and governance.

Includes: Experiential Learning Activity

### **POLM 5014 [0.5 credit]**

#### **Political Marketing**

Using case studies and simulation exercises, the course will provide students with an understanding of political marketing strategy, market intelligence, consultation and participation, political product development and branding, and marketing practices in government.

Includes: Experiential Learning Activity

### **POLM 5015 [0.5 credit]**

#### **Public Policy for Political Advisors**

An introduction to policy analysis and policy process for political advisors. Topics include agenda setting, instrument choice, policy arguments, and communicating policy ideas and decisions.

Includes: Experiential Learning Activity

**POLM 5016 [0.5 credit]****Applied Policy Analysis**

A critical examination of one or more current policy debates from a political management perspective.

Includes: Experiential Learning Activity

Prerequisite(s): POLM 5015 or permission of the instructor.

**POLM 5017 [0.5 credit]****Political Institutions in a Comparative Context**

A comparative study of the political institutions of several nations or sub-national jurisdictions, including both formal structures and accepted practices.

**POLM 5018 [0.25 credit]****Strategic Communications**

An introduction to the range of issues involved in formulating and implementing a political strategic communications strategy.

Includes: Experiential Learning Activity

**POLM 5099 [1.0 credit]****Practicum Placement**

375 hours of supervised full-time work experience in an appropriate ten-week placement relevant to political management and approved by the practicum graduate supervisor. Graded SAT/UNS.

Includes: Experiential Learning Activity

**POLM 5900 [0.5 credit]****Directed Study**

A program of supervised reading and preparation of written work in an area not covered by an existing graduate seminar may be arranged with permission of the Department.

**POLM 5905 [0.5 credit]****Special Topics in Political Management**

Topics vary from year to year. Students should check with the Department regarding the topic offered.