

POLITICAL COMMUNICATION, MINOR

Political Communication Minor

Program Learning Outcomes and University Outcome Alignment

1. Political Communication Writing & Messaging

Outcome Description:

Students will demonstrate the ability to write and present clear, accurate and audience-appropriate political communication messages across media platforms, including public affairs, campaigns, advocacy and policy contexts.

Mapped University Outcomes:

- Act as effective communicators
- Act as responsible digital citizens

2. Ethical and Legal Reasoning in Political Communication

Outcome Description:

Students will analyze ethical and legal issues affecting political communication, including media ethics, misinformation, campaign communication and public discourse, and apply ethical reasoning to real-world political communication scenarios.

Mapped University Outcomes:

- Act ethically
- Act as responsible digital citizens

3. Political Communication Research and Analysis

Outcome Description:

Students will evaluate and apply qualitative and quantitative research related to political communication, public opinion and media effects in order to analyze political messages, strategies and outcomes.

Mapped University Outcomes:

- Apply critical thinking to argument and problem solving
- Apply quantitative reasoning in appropriate contexts

4. Media Systems, Framing and Public Discourse

Outcome Description:

Students will critically analyze how political messages are created, framed and disseminated within contemporary media ecosystems and

how these messages influence public opinion, civic engagement and policy debates.

Mapped University Outcomes:

- Apply critical thinking to argument and problem solving
- Develop a worldview that acknowledges diversity and global interdependence

5. Strategic and Civic Application of Political Communication

Outcome Description:

Students will apply foundational principles of political communication to professional and civic contexts, including campaigns, public affairs, advocacy or government communication, demonstrating an understanding of strategic communication and democratic responsibility.

Mapped University Outcomes:

- Become civically engaged
- Develop as a whole person

To access Minor Requirements, please view the Curriculum Guide tab.

Related Links

Political Communication, Minor page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/strategic-communication-and-media/programs/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

CURRICULUM GUIDE

GPA REQUIREMENT

Minor GPA: 2.0 or higher

MINOR REQUIREMENTS

- Students must complete at least 6 credit hours in their minor from SRU
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits.

Code	Title	Hours
Required Courses		
COMM 110	Communication Concepts	3
COMM 336	Media Relations and Crisis Communication	3
POLI 101	American National Government	3
POLI 255	Introduction to Public Policy	3
Elective Blocks		
Select one course from each of the following elective blocks:		
Communication Elective Block		
COMM 303	Communication and Media Ethics	3
or COMM 307	Social Media	
or COMM 312	Argumentation	

or COMM 415 Persuasion
 or COMM 419 Propaganda

Political Science Elective Block

POLI 200	State and Local Government	3
or POLI 301	Organized Political Action	
or POLI 306	Campaigns & Elections	
or POLI 328	Assessing Public Opinion	
or POLI 359	Policy Analysis and Evaluation	
or POLI 364	Using Evidence to Solve Public Problems	
Total Hours		18

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

MINOR IN POLITICAL COMMUNICATION (13F)

This program is effective as of Summer 2026

Revised 07.17.2026

UCC: 04.28.2026