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-licensures/)