

13 May 2020

TO: Faculty Senate

FROM: Susan Ginley Chair, Undergraduate Curriculum Committee

RE: Undergraduate Certificate in Campaigning to Win a U.S. Political Campaign

The following proposal has been approved by the Undergraduate Curriculum Committee and is recommended for approval by the Faculty Senate.

You may read the full text of the program proposal, as well as Budget Committee comments, in the [Online Curriculum Management System \(OCMS\)](#).

**PROPOSAL SUMMARY FOR  
College of Urban and Public Affairs**

**Undergraduate Certificate in Campaigning to Win a U.S. Political Campaign**

**Certificate Type**

Undergraduate certificate: Earned at completion; admission to University not required

**Effective Term**

Fall 2020

**Overview of the Program**

This certificate program is intended to prepare students for high-level, meaningful work on a campaign for a candidate or ballot measure, such as field organizer, strategist, pollster/analyst, communications director, or manager (or in a role directly assisting one of those positions). Students completing the certificate will acquire marketable skills at the same time that they develop a well-grounded academic understanding of the mechanics and dynamics of the campaign process and its linkages with the party system and the broader political system.

The program is housed primarily in the Political Science Department with additional coursework in the Communications Department. Students completing the certificate will acquire marketable skills at the same time that they are developing a well-grounded understanding of the mechanics and dynamics of the campaign process and its linkages with the party system and the broader political system.

**Evidence of Need**

PSU has a vibrant group of Political Science majors, many of them studying American politics. While many of these students are interested in non-campaign endeavors (legislative staff work, elected office, academic pursuits), many are directly interested in the campaign side of politics. Even those students not certain they want to work on campaigns have a decent level of interest in the mechanics of campaign organizations. The creation of this certificate program is, in fact, a direct response to student interest and not something that is being created from above and dropped down onto them – that is, students with an inclination to work on a campaign at some point in their career, and there are many at PSU already and more on their way as Portland grows and PSU itself becomes ever more attractive to prospective students, will be drawn to the program without having to be sold on its value to them.

## Course of Study

### 6 Required Certificate Courses and Campaign Internship

1. **3 Required Classes** (students must take all 3 courses in any order) – 12 credits
  - PS 399 (proposed as PS 310): How to Win a U.S. Political Campaign
  - PS 416 Parties and Elections
  - **EITHER** PS 318U Media, Opinion, and Voting or PS 427 The Politics of Public Opinion (the course not taken as a requirement may count as an elective)
2. **3 Electives** (students must take a minimum of 3 of the following, as specified) –12 credits
  - PS 318U Media, Opinion, and Voting **OR** PS 427: The Politics of Public Opinion (the course not taken as a requirement may count as an elective)
  - COMM 314U Persuasion
  - PS 331 Oregon Politics
  - PS 413 Congress
  - PS 417 Interest Groups
  - PS 475 Comparative Political Parties and Elections
  - Comm 410 Political Campaigns
  - Comm 420 Political Communication
3. **Internship** (4 to 12 credits) – Students will be placed with a candidate or ballot-measure campaign. Students who have previously worked on a campaign can apply for a waiver of this requirement by obtaining a letter of performance from the campaign manager and writing a report for the instructor of PS 399/310 outlining duties and examining lessons learned and skills acquired. Internship will be supervised by the program director or assigned to another full-time PS faculty member.

*Minimum credits: 28 credits*