PROFESSIONAL STUDIES
ADVOCACY IN THE GLOBAL
ENVIRONMENT (PSAD)

Explanation of Course Numbers
• Courses in the 1000s are primarily introductory undergraduate courses
• Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
• Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
• The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PSAD 6200. Global Perspective Residencies. 3, 6 Credits.
Residencies focused on understanding how successful approaches to advocacy vary around the world.

PSAD 6225. Fundamentals of Global Political Management. 3 Credits.
The theory, practice, and development of global political management. The impact on governance in regions and in nation states, including campaign strategy, issues development to impact election outcomes, impacting public opinion in regions and countries, beginning elements of building coalitions, and the global development of political management as a field and as a profession. The role of political managers in nation states and their insights from practical experience. Multinational corporations, NGOs, international governing bodies, and global activism.

PSAD 6240. Global Advocacy: Strategies, Tools, and Tactics. 3 Credits.
The current state of global advocacy and analysis of strategic models. Consideration of which advocacy tools are best used for specific tasks and how they can be applied around the globe. Specific advocacy tools and techniques that maximize success in regions and countries. Students choose either PSAD 6240 or PSAD 6270, depending on their chosen program emphasis; credit cannot be earned for both courses.

PSAD 6250. Cultural Aspects of Global Engagement. 3 Credits.
Focus on understanding multicultural communities and diverse institutions, customs, and practices. The course is developed to prepare students for effective and ethical public engagement on behalf of global organizations, communicating issues and commitments to diverse audiences and the general market. From a base of cultural understanding, students consider effective engagement strategies and techniques. Global case studies with multicultural viewpoints.

PSAD 6260. Comparative Political Management Environments. 3 Credits.
The operating rules, customs, and processes by which laws are enacted and regulations written in countries around the globe. The multitude of governance systems and the realm of influencers around the globe. The varied systems within which legislators, administrators, bureaucracies, and stakeholder’s work. Students are expected to master the rules and procedures of at least one government, understand basic negotiation, and draw comparisons between nations or regions.

PSAD 6270. International Public Relations and Global Advocacy. 3 Credits.
How global public relations strategies are developed and implemented to support advocacy efforts. Case studies of successes and failures. Consideration of communications theories that enable insight into challenges arising from differences in language, culture, politics, and economics worldwide. Students develop, implement, and assess a comprehensive global public relations strategy that includes social media technologies. Students choose either PSAD 6240 or PSAD 6270, depending upon their chosen program emphasis; credit cannot be earned for both courses.