

GRADUATE CERTIFICATE IN DIGITAL POLITICS

Digital platforms and high-tech tools that assist with political fundraising, grassroots organizing, and policy issue advocacy have become central to success in politics, and especially in electoral campaigns. The graduate certificate in digital politics teaches students how to master the world of online communications, advertising, social media networking, and fundraising. In the rapidly changing world of politics, this certificate targets students seeking to gain expertise in the most current tools and tactics.

Specific admission requirements can be found on the Graduate Program Finder (<http://www.gwu.edu/all-graduate-programs>).

Visit the program website (<https://cps.gwu.edu/digital-politics>) for additional information

REQUIREMENTS

The following requirements must be fulfilled: 18 credits, including 9 credits in required courses and 9 credits in elective courses

Code	Title	Credits
Required		
PMGT 6402	Applied Political Communications	
PMGT 6403	Political Data and Analytics	
PMGT 6452	Digital Strategy	
Electives		
9 credits from the following:		
PMGT 6440	Targeting and Voter Contact	
PMGT 6468	Digital Advertising and Action	
PMGT 6470	Digital Content Creation	
PMGT 6472	Maximizing Social Media	

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