DUAL MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF POLITICAL MANAGEMENT AND GRADUATE CERTIFICATE IN SURVEY DESIGN AND ANALYSIS

The dual graduate master of professional studies degree/graduate certificate program teaches students to design and conduct public opinion surveys, analyze the data that those surveys impart, and use that data to craft winning political campaigns and advocacy initiatives. The program helps students understand not only when it is appropriate to procure and design public opinion surveys, but also how to generate useful questions, analyze responses, and craft communications about the data in a manner that is consistent and aligned with a political strategy. Students also learn to analyze both publicly available and privately commissioned survey opinion data to develop and contextualize a campaign’s or an advocacy group’s strategic plan.

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

Visit program website (https://gspm.gwu.edu/dual-degree-programs) for additional information.

REQUIREMENTS

The following requirements must be fulfilled: 42 credits, including 33 credits in required courses and 9 credits in elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required</td>
<td></td>
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<tr>
<td>PMGT 6401</td>
<td>Fundamentals of Political Management</td>
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<tr>
<td>PMGT 6402</td>
<td>Applied Political Communications</td>
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<tr>
<td>PMGT 6403</td>
<td>Political Data and Analytics</td>
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<td>PMGT 6404</td>
<td>Principled Political Leadership</td>
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<td>PMGT 6495</td>
<td>Political Power and Practice</td>
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<tr>
<td>STAT 6233</td>
<td>Questionnaire Design</td>
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<tr>
<td>STAT 6234</td>
<td>Intermediate Statistical Laboratory: Statistical Computing Packages</td>
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<tr>
<td>STAT 6236</td>
<td>Applied Sampling Techniques</td>
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<tr>
<td>STAT 6238</td>
<td>Survey Management</td>
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Electives

9 credits in Political Management (PMGT) courses