

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

9 credits in Political Management (PMGT) courses

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>). (<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.

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