

# MAMC: Political Communication—Campaigning Thesis 2009

DEGREE PLAN OF: \_\_\_\_\_  
*Please print your name.*

DATE \_\_\_\_\_

SPECIALTY: \_\_\_\_\_

MINOR (if any): \_\_\_\_\_

ADVISER: \_\_\_\_\_

**TOTAL CREDITS REQUIRED: 32 CREDITS MINIMUM** (excluding undergraduate courses throughout the university). Some courses in section C may have prerequisite courses not listed below. Credits for prerequisite articulation courses will be in addition to the minimum requirements. Students write and successfully defend orally a thesis. No more than six (6) thesis credits may be applied to the minimum total of thirty (32). Advisers may require students who lack appropriate undergraduate studies or work experience in advertising, public relations, or political science to complete articulation courses.

**A. MASS COMMUNICATION CORE. 09 CREDITS REQUIRED.** Complete all.

		Credit	Term/Year	Grade
MMC 6400	Mass Communication Theory	3	_____	_____
MMC 6421	Research Methods in Mass Communication	3	_____	_____
MMC 6660	Mass Communication and Society	3	_____	_____

**B. POLITICAL CAMPAIGNING SPECIALIZATION. 10 CREDITS REQUIRED.** Complete all.

		Credit	Term/Year	Grade
MMC 6618	Survey of Political Communication	3	_____	_____
MMC 6405	Seminar in Mass Communication and Public Opinion	4	_____	_____
POS 6274	Political Campaigning	3	_____	_____

**C. ELECTIVES. 09 CREDITS REQUIRED as approved by adviser.**

		Credit	Term/Year	Grade
ADV 6305	Advanced Media Planning <i>Prereq: MMC 6421 or equivalent.</i>	3	_____	_____
ADV 6503	Creative Strategy and Research	3	_____	_____
MMC 6619	Political Advertising	3	_____	_____
MMC 6423	Content Analysis	3	_____	_____
MMC 6665	Seminar in First Amendment Theory*	4	_____	_____
MMC 6666	Seminar in Research in Mass Communication Law*	4	_____	_____
POS 5446 or	Political Parties and Elections	3	_____	_____
POS 6207	Political Behavior	3	_____	_____
POS 6127	State Government and Politics	3	_____	_____
POS 6278	Advanced Campaign Strategy*	3	_____	_____
POS 6291	Religion and Politics	3	_____	_____
POS 6315	Race, Gender and Politics	3	_____	_____
POS 6757	Survey Research	3	_____	_____
PUR 6005	Theories of Public Relations	3	_____	_____
PUR 6416	Public Relations and Fund Raising	3	_____	_____
	Other electives as approved by adviser:			
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**D. SOCIAL SCIENCES/HUMANITIES REQUIREMENT, if any (credits do not apply toward minimum degree requirements).**

	REQUIREMENT FULFILLED THROUGH:	Credit	Term/Year	Grade
_____	Statistics (requirement can be waived in specific instances with approval of graduate coordinator in Political Campaigning).	_____	_____	_____

**E. ARTICULATION COURSES**, if any (credits do not apply toward minimum degree requirements).

		Credit	Term/Year	Grade
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**F. THESIS. 4 CREDITS REQUIRED**, typically over two or more terms. For fall or spring graduation, take three (3) credits in final term; for summer graduation, take two (2) credits in final term. No more than six (6) thesis credits may be applied to the minimum total of thirty (32).

		Credit	Term/Year	Grade
MMC 6971	Research for Master's Thesis S/U	_____	_____	_____
MMC 6971	Research for Master's Thesis S/U	_____	_____	_____
MMC 6971	Research for Master's Thesis S/U	_____	_____	_____

**TOTAL CREDITS REQUIRED: 32 CREDITS MINIMUM** (excluding undergraduate courses throughout the university).

**Signatures below indicate approval of this degree plan.**

_____	<i>Signature of Student</i>	_____	<i>Date Signed</i>
_____	<i>Signature of Academic Adviser</i>	_____	<i>Date Signed</i>
_____	<i>Signature of Associate Dean, Division of Graduate Studies</i>	_____	<i>Date Signed</i>

**FOR FURTHER INFORMATION:** Contact Dr. Lynda Lee Kaid, Political Communication/ Campaigning Graduate Coordinator in the College of Journalism and Communications, at 352/392-7922. A similar program is offered in the Political Science Department, 234 Anderson Hall. Contact either Dr. Stephen Craig or Dr. Michael Martinez at 352/392-0262.

\*See Graduate Catalog for prerequisites.