

CERTIFICATE IN PUBLIC COMMUNICATION, PUBLIC POLICY, AND PUBLIC LEADERSHIP

Academic Year

2014-2015

Program Specific Admission Requirements

A graduate-advanced undergraduate program for students seeking to engage the traditions and strengths of St. Mary's University in policy, public service, communication, and community leadership to advance the public interest in the 21st century.

The 15-hour certification program is intended to support graduate students wishing to advance the public interest, locally and globally, through policy analysis and formulation, the focusing and articulation of public issues, and leadership.

Public administration graduate students take 2 Public Affairs (PA) courses (policy emphasis) and 3 Communication courses (Communication emphasis).

Communication graduate students take 2 CM courses and 3 PA courses.

The 12-hour certification program is intended for advanced undergraduates; juniors and seniors take 2 PA core courses and 2 CM core courses. (Five-year, undergraduate students pay the undergraduate rate).

The program, at the grad and undergrad levels, is intended to supplement students' regular degree courses by offering an additional certification. No pre-requisites are required for undergraduate students already majoring in political science or communication.

PA Courses

Graduate students choose 2 courses from this list of required core options

PA 6301 Public Administration and Policy

A survey of the field of public administration and public policy including politics and policy process, organization theory, management principles, human resource management, fiscal policy, program design and evaluation and ethics.

PA 6302 Policy Formulation and Implementation

This course examines how public issues are addressed through the formulation of public policy proposals, how policy proposals succeed and fail in the political and legislative processes (federal and state), and how political institutions, context and processes shape the implementation of public policies.

PA 6304 Public Policy Analysis

Seminars examine the core component of policy making-the examination, comparison and choice of policy alternatives. The values, assumptions, and tools associated with welfare economics, as well as alternative approaches to analysis. Key issues such as information capacity, public input, rhetorical tools of argument and ethical obligations of the policy analyst may also be covered. Policy analysis is systematic thinking about public issues or decisions leading to effective, efficient and equitable responses that can be broadly communicated.

Graduate students choose 1 course from this list of required core options:

PA 7302 Leadership and Organization Culture This is a course that offers a comparative study of organizations and how different types of organizations affect the nature and style of leadership. The environment, structure and culture of public, non-profit and private sector organizations and leadership will be compared and contrasted. The purpose of this course is to give the future public leader insight and understanding into the differences and similarities of organizations that comprise public life and affect public policy.

PA7303 Ethics, Values, & Public Service This course engages the student in thinking systematically about morals and conduct and making judgments about right and wrong as a public official. Three primary questions are addressed: 1) What

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counts? 2) What is at stake? And 3) How can public officials ensure professional success and ethical survival?

CM Courses

Graduate students choose 1-3 courses from this list of required core options (one is required):

CM 7350: Trends in News and Public Affairs: the Articulation of Public Issues -

Examines the theory, practice, and role of news and news products in shaping the public dialog. Includes consideration of the news as input in politics and policy making, and practica in the uses of news to shape and articulate public issues.

CM 7345: Applied Persuasion

Explores the theory, practice, and research methodology of persuasion with the dual purpose of providing a scholarly understanding of persuasion and practical knowledge of the principles and tools of persuasion.

CM 7332: Public Relations Writing and Campaigns

Studies, analyzes, and applies principles used in public relations communication to consumers. Participants collect, prepare and distribute information through the mass media, reports, and other forms of public information campaigns. Includes preparation and execution of campaign strategies, position papers, and scenarios to work out solutions to communication/public relations problems.

Once 3-hour required core is fulfilled, choose from the remaining courses (above) or from the following electives:

CM 7302 Electronic Publishing and Presentations I

Provides experience in Internet electronic publishing and basic Web design through manipulation of Hypertext Markup Language (HTML), Extensible Hypertext Markup Language (XHTML), and Cascading Style Sheets (CSS). Includes basic graphic manipulation techniques and basic use of a Web building application.

CM 7303 Electronic Publishing and Presentations II

Explores the role of communication professional as both web content creator and as program manager. Helps students to hone writing skills for the medium, to manage development of web team and clients, and to make disparate pieces cohere into a quality product.

CM 7311 Media Script Writing

Explores various approaches and conventions of film, television, motion picture, and audio visual script writing, with special emphasis on narrative and documentary production.

CM 7313 Video Design and Production

Gives participants an opportunity to explore the techniques employed in lighting, camera work, and audio manipulation for a full range of television presentations.

CM 7341 Interpersonal Communication Skills

Explores the theory and research pertaining to interpersonal communication skills in dyadic, group, and organizational contexts with emphasis on developing the skills necessary for effective personal and professional relationship building and maintenance, listening, problem solving, and conflict management.

CM 9300 Foundations in Communication Theory

Introduces students to seminal and current literature on the various approaches to communication theory, to give participants an overview of the scholarship in the area.

CM 9311 Survey of Rhetorical Theory

Traces the evolution of rhetorical theory through its major eras, starting with the Sophists and pre-Socratics. Participants trace rhetorical theory from the ancients into medieval times, from the modern era into the post-modern.

CM 9324 The Law and Ethics of Mass Communication

Studies historical development of the First Amendment and discusses the moral reasoning which informs a responsible

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exercise of press freedom. Participants will pay special attention to areas of law essential for mass communication practitioners, such as libel, invasion of privacy, copyright, and information access. Discusses the convergence between information delivery systems and ensuing patterns of regulation and deregulation.

Certificate Requirements

Department Courses and Descriptions

Department Faculty

[Certificate in Public Communication, Public Policy, and Public Leadership Faculty Website](#)

Department Website

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