

POLITICAL COMMUNICATION

University of Northern Iowa College of Social and Behavioral Sciences

<https://csbs.uni.edu/polisci/majors/political-communication-major>

About The Major

With fewer than a dozen undergraduate political communication programs in the United States, UNI students are sure to stand out. Our majors work with experts in both communication & media and political science, and graduate with first-hand experience gained through internships in political campaigns, legislative offices, government agencies, businesses, and nonprofit organizations.

Sample Course Work

Rhetoric and Civic Culture
Mass Communication and Society
Political Communication
Power and Politics in the U.S.
Public Opinion and Voting Behavior
Communication, Community, and Change

Possible Careers

*Some titles may require further education

Legislative Aide	Media Strategist	Journalist
Campaign Manager	Public Relations Manager	Correspondent
Campaign Strategist	Lobbyist	City Manager
Policy Analyst	Chief of Staff	Social Media Manager

UNI Graduates: Where Are They Now?

- University of Northern Iowa
- University of Iowa
- State of Iowa - Executive Branch
- Iowa Department of Revenue
- Wisconsin Veterans Museum Foundation, Inc.
- Greater Des Moines Partnership
- Third Order Effects
- Culmen International
- FLS Connect
- Performance Marketing
- U.S. Global Leadership Coalition
- Pinpoint Digital
- Master Builders of Iowa
- Office of Consumer Affairs Public Policy
- Black Hawk County

Skills Needed

- Writing skills
- Research skills
- Public speaking
- Cultural competence
- Social media skills
- Crisis management
- Problem-solving
- Persuasiveness
- Ability to take criticism
- Critical thinking