

POST-BACCALAUREATE CERTIFICATE IN WOMEN IN POLITICS

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

1. Design campaign and media strategies for women candidates by drawing on scientific research, interviews with candidates, and presentations by political consultants.
2. Create a campaign plan or advocacy plan that includes precinct analysis and voter targeting. Students will have experience using the Texas voter file to analyze counties, districts, and precincts.
3. Design traditional and non-traditional marketing materials that convey consistent campaign messages to targeted voters.
4. Outline and deliver a one-minute pitch that is adaptable to reach multiple audiences, including potential donors and voters.