MAPL 667: Organizing and Advocacy in the Digital Age

A. Course Description

Credits: 4

Lab Hours/Weeks: Corequisites: None

Lecture Hours/Week:

MnTC Goals: None

MAPL 667 is an elective course in the Master of Advocacy and Political Leadership (MAPL) Program. The course examines the rapid growth of online advocacy over the last decade. Special attention will be paid to the 2004, 2008 and 2012 presidential elections. A campaign and organizational online project is utilized.

B. Course Effective Dates: 01/12/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. This course is divided into three portions. Early in the class, activities will be more reading focused and involve discussion and interactive forums. In the middle portion, the class will focus more on tactics and examples and students critical evaluation of those tactics. Finally, towards the end, the course will focus on implementation and the development of their own mini-campaign.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None