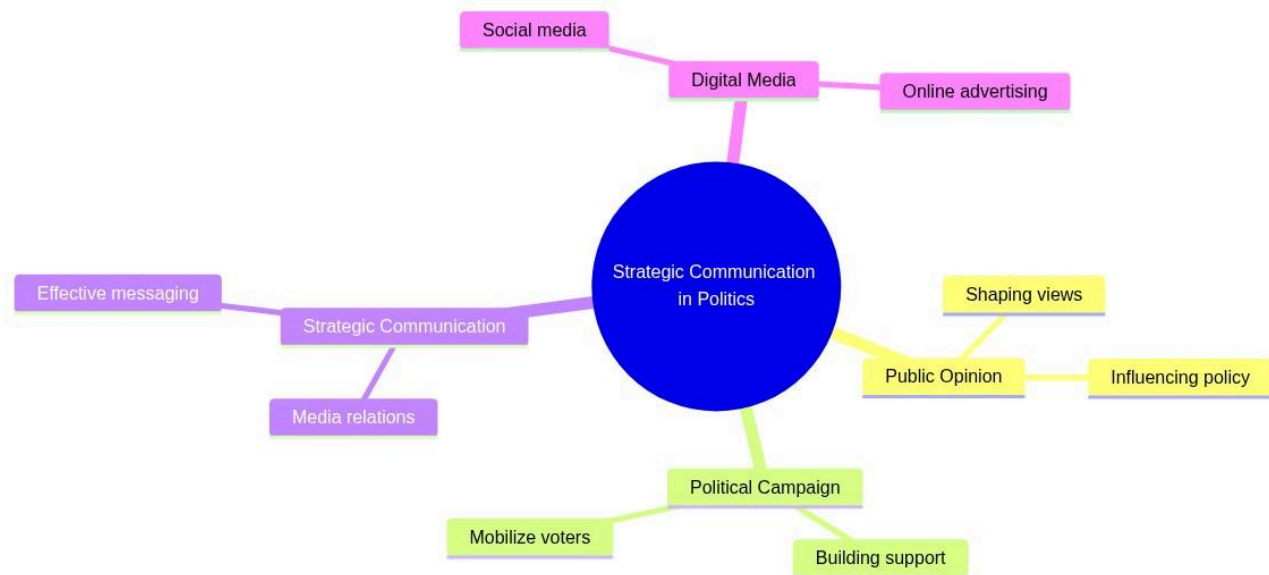


Undergraduate Certificate in Political Communication and Strategy

Strategic Communication in Politics



mindmap

```

root((Strategic Communication in Politics))
  Public Opinion
    Shaping views
    Influencing policy
  Political Campaign
    Building support
    Mobilize voters
  Strategic Communication
    Effective messaging
    Media relations
  Digital Media
    Social media
    Online advertising
  
```