

Communications and Public Policy

The Communications and Public Policy major explores the connection between communicating with citizens and creating, implementing and evaluating public policy. Students in the program will explore the influence of communications in the process of a participatory democracy, preparing them to work as communications professionals in the public, private and non-profit sectors.

Communications and Public Policy Major

Students majoring in Communications and Public Policy (COPP) are required to complete

-1013. d d d d d

This course introduces students to the history and evolution of the communications profession, with particular emphasis on communications in the public policy sphere, from the pioneers who sold ideas on behalf of their clients, to the modern world of two-way communications with the public through the internet and social media tools. The course will explore how this evolution is changing the way governments, politicians, non-governmental organizations, citizens groups and corporations interact with the public.

-1023. d d d d d

This course introduces students to the policy making process, how policies are researched, drafted, legislated, and communicated. The course will also explore how non-governmental organizations, citizens groups and corporations influence public policy.

-2013. d d d d

Communicating public policy requires clear and effective writing at every stage in the process. This is a foundational writing course that will help students learn to express themselves in clear, compelling language. Prerequisites: COPP 1013, COPP 1023

-2023 d d d d d (2333)

This course will explore how social media and internet tools are transforming the world of communications and public policy. The course will explore cases around the world where social media and the access to information on the internet is influencing public policy and the political process. Prerequisite: COPP 2013

-2033. d d

This course will introduce students to the methods for gathering and analyzing data through interviews, surveys, focus groups, content analysis, and polls and how this information can be applied to public policy initiatives and planning an accompanying communications strategy. Prerequisite: COPP 2013

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This course builds on the skills developed in the Eeloped(sc6h.15 Tm(T)26 254.15 Tm(. an (t)6 sa)4 (t)6 (e

-3043. Communications in Business Settings

This course explores the role of communications in business settings, including professional writing, the power of narrative, the influence of social media, and the connection between communications and marketing.

-3033. Social Media and Public Policy

Social media within the communications environment is becoming the most important way organizations communicate with their publics. In this course we will consider social media platforms, theories of media communications, critical understandings of social media including ethics, as well as practical application of analytics and measurement of social media including search engine optimization, Google Analytics and social media management. This course provides a review of current and emerging digital media, with particular emphasis on social media and its impact on a variety of industry sectors such as marketing and advertising, government and public policy.

-3063. Special Topics in Communications and Public Policy

This course consists of an in-depth analysis of a specific topic in communications and public policy. The course will be organized around the special interests of full time and visiting fac-

J -3163. d d

This course explores how the new media and social media are contributing to political and social change around the world.

**-3223. d \ **

This course will focus on selected public policy issues in contemporary New Brunswick politics. Special attention will be given to the problems of intergovernmental affairs, recent constitutional negotiations, cabinet policy development, and public finance.

**-3613. d \ d **

This course will prepare students for participation in a Model United Nations, either Canadian or American sponsored. In a model UN simulation, students represent an assigned country's foreign policy on assigned issues on the UN agenda. The course will begin with an examination of the UN and its procedures. Subsequent topics will include researching the assigned UN issues and the assigned country's policy on them; preparation of working papers and motions, and strategies for effective conference participation. Fund raising for the trip required: half credit course, but meets first and second terms; limited enrolment.