Course Overview

Advocacy is both a process for enacting change and a theory of how change happens. This class will focus on the practical skills and applications of creating effective advocacy campaigns.

The course will cover essential steps in designing and planning a campaign, including articulating a theory of change, creating a strong value proposition, targeting key audiences, mobilizing members, identifying tactics, raising funds, and evaluating success.

Students will apply their knowledge to contemporary policy contexts and explore their own identity as an advocate.

Taught by: Professor Bonnie Keeler, Co-Director of the CREATE Initiative and faculty in Science, Technology, and Environmental Policy

PA 5920 Section 1

Fall 2021, 3 Credits

Tuesdays, 6:00 – 8:15 p.m.

WHO SHOULD TAKE IT?

The course is open to all graduate students who seek skills in making change happen. Course content will focus on domestic (state and federal) policy contexts with the option for students to focus on an issue of personal importance.

INSTRUCTOR IS BONNIE KEELER, PROFESSOR OF SCIENCE, TECHNOLOGY, & ENVIRONMENTAL POLICY

Questions about the course? Email keeler@umn.edu. Need a class permission number? Email Stacey Grimes at grime004@umn.edu.