

Politics in Practice

With the election season upon us, students in Dr. Sally Tannenbaum's political campaign communication class are getting a valuable chance to learn how candidate messages can make or break a campaign.

What makes the course unique is that in addition to lectures and readings, students meet with candidates and consultants and spend at least 15 hours working on active campaigns. They learn to appreciate the challenges of running a campaign, while gaining the experience and confidence that will allow them to shape messages for future candidates.

By combining classroom learning with practical experience, Fresno State is preparing students to be effective and successful.



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