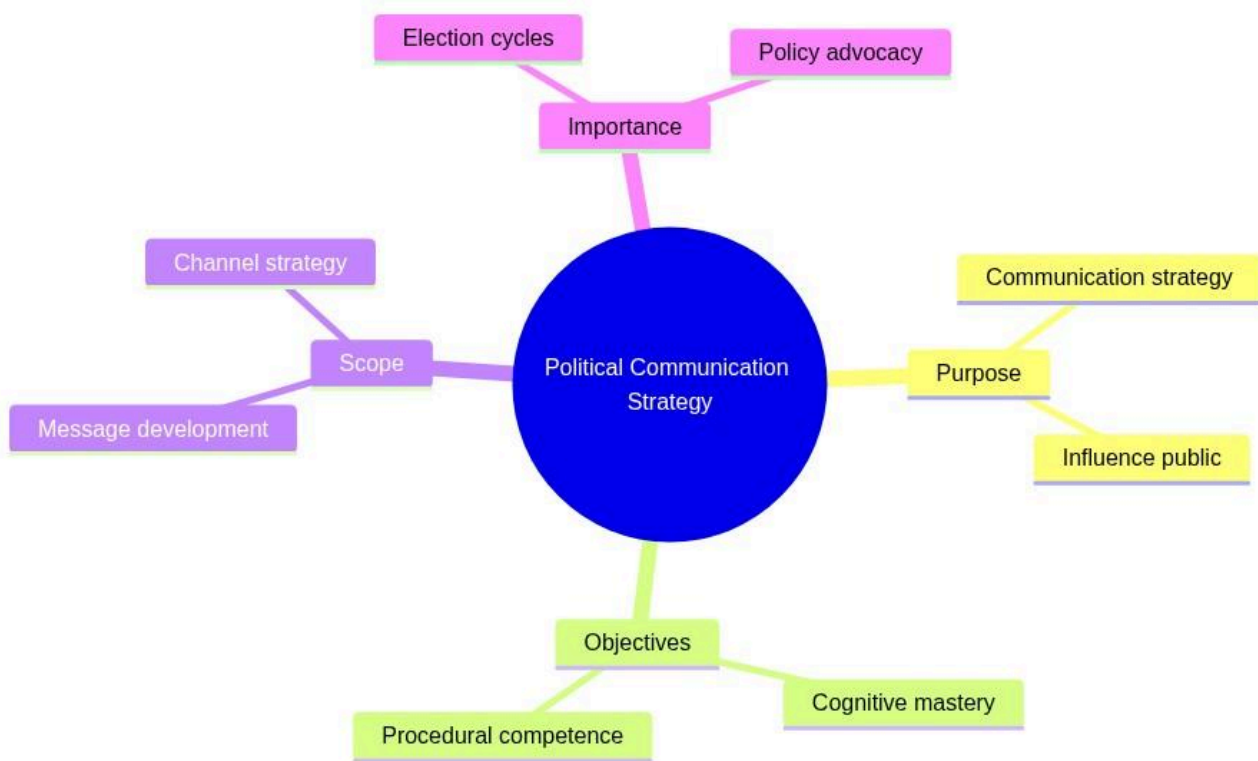


Executive Certificate in Political Communication

Political Communication Strategy



mindmap

```

    root((Political Communication Strategy))
      Purpose
        Communication strategy
        Influence public
      Objectives
        Cognitive mastery
        Procedural competence
      Scope
        Message development
        Channel strategy
      Importance
        Election cycles
        Policy advocacy
  
```