

Re: New Class

Kevin Wagner <kwagne15@fau.edu>

Thu 1/19/2023 10:32 AM

To: Marc Rhorer <mrhorer@fau.edu>; Carol Mills <millsc@fau.edu>

No problem, thank you!

*Kevin M. Wagner, J.D., PhD***Professor and Chair, Department of Political Science****Dorothy F. Schmidt College of Arts and Letters****Florida Atlantic University**

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From: Marc Rhorer <mrhorer@fau.edu>**Sent:** Thursday, January 19, 2023 10:30 AM**To:** Kevin Wagner <kwagne15@fau.edu>; Carol Mills <millsc@fau.edu>**Subject:** Re: New Class

Kevin,

I apologize for the delay in getting back to you. The proposed course seems interesting; the Department of Marketing supports approval of the political marketing course.

Sincerely,

Marc

Marc A. Rhorer, Ph.D.

Assistant Dean for Accreditation & International Programs – College of Business

Interim Chair – Department of Marketing

Special Assistant to the Provost for Summer Initiatives and Intersessions

Florida Atlantic University

309 Business Building
Boca Raton, FL 33431
Phone: (561) 297-0210



From: Kevin Wagner <kwagne15@fau.edu>
Sent: Thursday, January 19, 2023 10:11 AM
To: Carol Mills <millsc@fau.edu>; Marc Rhorer <mrhorer@fau.edu>
Subject: Re: New Class

Hi Marc,

I just wanted to see if you had a chance to review and respond,

thanks,

Kevin

A handwritten signature in blue ink that reads "K. M. Wagner".

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From: Carol Mills <millsc@fau.edu>
Sent: Thursday, January 19, 2023 10:09 AM
To: Kevin Wagner <kwagne15@fau.edu>; Marc Rhorer <mrhorer@fau.edu>
Subject: Re: New Class

Hi Kevin,

SCMS supports your development of this course.

Best, Carol

Carol Mills, Ph.D
Professor and Director
Florida Atlantic University
School of Communication and Multimedia Studies

From: Kevin Wagner <kwagne15@fau.edu>
Sent: Tuesday, January 10, 2023 12:50 PM
To: Carol Mills <millsc@fau.edu>; Marc Rhorer <mrhorer@fau.edu>
Subject: New Class

Hi Mark and Carol,

The Department of Political Science is proposing a new course titled "Political Marketing." Political Marketing is a subfield of political behavior, but the class is really focused on political strategies and techniques in political communications related to campaigns and elections. It does touch to some degree on both communications and marketing, but the focus is very directly on politics and political process. We have taught this as a special topics three times, which is why we are proposing it now. It is our intention to add it as an elective to the Interdisciplinary Political Communication Minor.

I've attached the syllabus, please let me know if you have any questions or concerns.

Thanks,

Kevin



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