

Campaign Management and Political Communication

PLSC 510 section 001 MW 2pm-3:15pm Bancroft 339

Spring 2018

3 credit hours

Instructor: Dr. Scott Huffmon Office: 344 Bancroft

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Office Hours: Monday 10am – 11am, Tuesday 1pm – 3pm, Wednesday 10am – 11am, and by appointment (1/28 – 4/23 when campus is open and excluding breaks)

“The hardest thing about any political campaign is how to win without proving that you are unworthy of winning.”

- Adlai E. Stevenson

“A national political campaign is better than the best circus ever heard of, with a mass baptism and a couple of hangings thrown in.”

- H. L. Mencken

“The most important thing in communication is hearing what isn’t said.”

- Peter Drucker

“Think as wise men do, but speak as the common people do.”

- Aristotle

Course Goals

This course is designed to introduce the student to both the art and mechanics of beginning and managing a political campaign and understanding the basics of political communication. The course will cover the basics of planning and implementing a campaign as well as taking stock of the ever-evolving world of political communication

Student Learning Outcomes

Students who successfully complete this course will demonstrate 1) a understanding of the basic requirements for starting a political campaign, 2) an understanding of the basic requirements for managing the operations of a campaign, 3) an understanding of the role of political communication in a democracy, 4) an understanding of the rapid and on-going evolution of political communication, and 5) an understanding of the necessity of rapid response to surprises in political campaigns.

Student Learning Activities

Grades will be calculated using the following formula:

	Undergraduate	Graduate
Quizzes	10%	5%
Campaign Performance & Portfolio	35%	35%
Exam 1	20%	20%
Exam 2	20%	20%
Final Project	15%	10%
Book Review		10%

This course employs Winthrop’s +/- grading system. The distribution along the number line which triggers a plus or minus will be, roughly, a normal distribution (slightly skewed to the students’ favor). Note: grades themselves will NOT be artificially forced into a normal distribution. The “0” grade will move into the next

highest letter grade range. By way of explanation, the following will be the cut points for the "C" grade range: 70 - 72.4999 = C- ; 72.5 - 77.4999 = C ; 77.5 - 79.9999 = C+

Exams:

There will be **two** exams over the course of the semester. The exams will be essay and short answer. Material for the exams will be drawn from readings, lectures, and class discussions. Make up exams must be scheduled one week in advance in the case of an *unavoidable* planned absence; otherwise, make ups will be given only in the case of a **documented** illness or emergency. "Documented" means a legitimate doctor's note dating from *prior* to the exam. Any student health center note describing vague symptoms dated the day of or after the exam will not be acceptable. In either case, make up exams will consist entirely of essay questions.

EXAM DATES NOTED BELOW ARE TENTATIVE AND SUBJECT TO CHANGE.

Quizzes:

Quizzes will be at the beginning of classes and will be based on readings. In order to encourage you to take notes on your readings as you do them, you will be permitted to use readings' notes on quizzes. Each quiz will only be three questions, so it will be very easy to fall into trouble if you don't do your readings. Your quiz average is 10%, aka one full letter grade, of your final course grade (5%, or half a letter grade, for grad students)

There is no "curve". As an incentive to participate, those students who are "on the bubble" between grades may be given the benefit of the doubt if they have taken an active role in the course.

Class announcements will be made via the class listserv and/or via Blackboard. If you have an active winthrop.edu email account, you should be automatically added to the listserv, otherwise you must add yourself to the listserv. You are EXPECTED to regularly check your email for class announcements! Announcements made over the listserv are considered "official" class announcements. If you are not on the class listserv, go [HERE](#) for instructions on how to sign up (the course designator to sign up is: PLSC510001). It is YOUR RESPONSIBILITY to make sure you are on the listserv and Blackboard and are getting class messages.

This syllabus may be revised throughout the semester.

[Note key dates for the university on the University Calendar here.](#)

Withdrawal Date: The last day to withdraw from the course with an automatic grade of "N" is March 7, 2018

Students with Disabilities: Winthrop University is dedicated to providing access to education. If you have a disability and require specific accommodations to complete this course, contact Services for Students with Disabilities at 323-3290 and make an appointment to see a professional staff member. Once you have your official notice of accommodations from Services for Students with Disabilities, please inform me as early as possible in the semester.

Required Texts

The following two books are -- you need to be sure you have the **correct editions**:

Burton, Michael John, William J. Miller, and Daniel M. Shea. 2015. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management* (5th Edition). Santa Barbara, CA: Praeger.

McNair, Brian. 2018. *An Introduction to Political Communication* (6th Edition). New York: Routledge.

Academic Misconduct

Academic misconduct will not be tolerated. Winthrop's *Conduct Code* defines academic misconduct as:

"Academic misconduct includes but is not limited to providing or receiving assistance in a manner not authorized by the professor in the creation of work to be submitted for academic evaluation including papers, projects, and examinations; presenting, as one's own, the ideas or words of another for academic evaluation without proper acknowledgment; doing unauthorized academic work for which another person will receive credit or be evaluated; and presenting the same or substantially the same papers or projects in two or more courses without the explicit permission of the professors involved. In addition, academic misconduct involves attempting to influence one's academic evaluation by means other than academic achievement or merit. More explicit definitions of academic misconduct specific to certain academic disciplines may be promulgated by academic departments and schools."

I will prosecute cases of academic misconduct to the fullest extent of university policy, and that can mean expulsion from the university. Obviously, any student caught cheating or plagiarizing, in any manner, on an exam or assignment will receive a zero for that assignment in addition to academic prosecution. Additionally, I reserve the right to award the student an "F" in the course for ANY act of academic misconduct if I feel it is warranted. This is in addition to academic prosecution by the Dean of Students.

****ADDITIONALLY**, the Department of Political Science has it's own policies on plagiarism and academic misconduct: [Poli Sci Statement on Plagiarism](#) In the immortal words of Brad Hamilton: "Learn it; Know it; Live it!"**

Class Policies:

Please provide a respectful learning environment for your fellow students. Repeated tardiness, cell phone disruptions, reading materials unrelated to the course (such as the student newspaper), and use of communication technologies (e.g., web browsing/ IMing/ texting during class) during class will adversely affect your grade.

Attendance Policy: Starting with the **SECOND** unexcused absence on a "campaign day," you will lose 5 points off of your final course grade for that, and every subsequent, absence. Starting with the **SECOND** unexcused absence on a "non-campaign day," you will lose 3.3 points off of your final course grade for that, and every subsequent, absence.

"Excused" means documented by a legitimate doctor's note or incontrovertible evidence of an emergency. Any student health center note describing vague symptoms dated the day of or after the absence will not be acceptable. You will still be responsible for the material due and addressing the random occurrence to your candidate from campaign days. It is entirely up to you to find out what the random occurrence was and what material may be due.

Please arrive at class on time and **switch off or silence** all pagers, cell phones, and alarms during class. The only exceptions to this rule are if you have children or an emergency family situation (e.g. family member in surgery). For these circumstances, you must notify the professor and then you may leave your phone on **vibrate** and you **must** leave the class to answer a call.

I do not provide lecture notes for students under any circumstances. To repeat, I do not provide lecture notes for students under any circumstances.

Grade Appeals: If you wish to dispute a grade on a particular assignment for any reason other than an obvious arithmetic error on my part, you will need to type a one-page explanation of your position and turn it in, along with the original graded assignment, *at least one week after* the assignment is returned to you. Appeals submitted less than one week after the grade/assignment is returned to you will not be accepted. I will then consider your appeal and make a determination.

Appeals must be submitted in hard copy format; no appeals submitted via email will be considered.

For appeals regarding your final grade in the course, please consult the Student Handbook and Catalog for procedures.

Syllabus Changes: This syllabus is subject to change by the instructor throughout the semester.

Reading Assignments

Below is the order of topics as we will cover them in class; as we finish one topic, be prepared to move on to the next by doing the readings *in advance*.

Date	Topic/Reading Assignment
Mon. 1/8	Welcome & Introduction to the Course
Wed. 1/10	Introduction & Chpt 1 of <i>Campaign Craft</i>
Wed. 1/17	Campaign Day – District assignments and rolling up candidates
Mon. 1/22	Chpt. 2 of <i>Campaign Craft</i> and McNamera, “Strategy v. Tactics” (online)
Wed. 1/24	Campaign Day – District Profile and Candidate Character Sheet due
Mon. 1/29	Chpt 3 of <i>Campaign Craft</i>
Wed. 1/31	Campaign Day – Oppo: Use & Defense due (Occurrence Response due)
Mon. 2/5	Chpt 7 of <i>Campaign Craft</i> and Panagopoulos, “Money and the Modern Campaign”
Wed. 2/7	Campaign Day – Fundraising Strategies due (Occurrence Response due)
Mon. 2/12	Chapt 4 of <i>Campaign Craft</i> and McNamara, “Gathering Political and Historic Data”
Wed. 2/14	Exam 1 (You’ll LOVE it! Happy Valentines Day!)
Mon. 2/19	Campaign Day – Partisan and Voting Trends of District due (Occurrence Response due)
Wed. 2/21	Chpts 5 & 6 of <i>Campaign Craft</i> and Panagopoulos, “Campaign Strategy”
Mon. 2/26	Campaign Day – Issue Identification & Voter Targeting Strategy due (Occurrence Response due)
Wed. 2/28	Chpt 10 of <i>Campaign Craft</i> ; Issenberg, “The New Haven Experiments;” Issenberg, “The Two Percent Solution”
Mon. 3/5	Campaign Day – Community Engagement and Voter Contact Strategy due (Occurrence Response due)
Wed. 3/7	Campaign Day – District Media Profile due (Occurrence Response due)
Mon. 3/19	Chpts 8 & 9 from <i>Campaign Craft</i> and Chpt 1 from <i>Intro to Pol Comm</i>
Wed. 3/21	Chpts 2 & 3 from <i>Intro to Pol Comm</i>
Mon. 3/26	Chpts 4 & 5 from <i>Intro to Pol Comm</i> and pp 15-43 from Hendricks and Schill
Wed. 3/28	Campaign Day – Messaging and Media Plan due (Occurrence Response due)
Mon. 4/2	Exam 2
Wed. 4/4	Enli, “Twitter as arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election”
Mon. 4/9	Campaign Day – Social Media Presence due (Occurrence Response due)

Wed. 4/11	Pp 218-231& 246-258 from Hendricks and Schill and Panagopoulos, "Vote Choice"
Mon. 4/16	Chpt 6 of Intro to Pol Comm; Gerber & Rogers "Descriptive Social Norms and Motivation to Vote: Everybody's Voting and so Should You;" Green, McGrath, & Aronow, "Field Experiments and the Study of Voter Turnout"
Wed. 4/18	Campaign Day – Final Turnout Strategy due
Mon. 4/23	No Class --- WORK ON YOUR FINAL PROJECTS!!!
Wed. 4/25	Final Project Presentation 3pm