Description:
This course teaches universal cutting edge political campaign techniques for students who wish to run for political office or work in political campaigns in the United States or in representative systems throughout the world. The instructor is a veteran campaign manager and political strategist who has taught campaign management and organization and voter contact techniques to groups or candidates in the United States, Asia, Africa, Europe, South America and Latin America.

The course covers all aspects of modern campaigns beginning with a thorough discussion of the many variables candidates must consider before making the ultimate decision to run for political office. It then discusses setting up and implementing a fundraising plan and designing and determining a winning campaign budget. It explores proper campaign scheduling and candidate advance; press office set-up and press relations; and creation of a field plan including phone and door-to-door canvassing, voter targeting including determining “base” voters from “persuadable” voters, and proper signage and support committees. It also thoroughly examines how candidates for office should develop the proper message for their campaigns. It discusses the need for and the use of various types of consultants for campaign activities including polling, media, direct mail and general consultants; and it examines self and opposition research programs, legal needs of a campaign, and the increasingly powerful uses of the Internet, the blogging community and social media. Finally, it thoroughly explores the multiple aspects of get-out-the-vote programs.

It is the purpose of this course to provide a very practical, hands-on, blueprint for students who wish to run effectively and successfully for public office, or for students who hope to be effective and successful campaign managers or staffers.

The course lectures will mix reading materials with the practical knowledge and experience of the instructor. It is the intent and expectation of the instructor that students be prepared to take part in class discussions. The instructor reserves the right to utilize guest speakers and reserves the right to rearrange schedules to accommodate the availability of speakers.

Writing Assignments and Tests: Grades for the course will be based on three small writing assignments, which will be assigned during the course of the semester, and a final paper, due at 4:00 PM on Wednesday, December 16, 2015.
For the final paper, students will be asked to write a Campaign Plan for a major election campaign in their home country. These can include races for governor, senator, mayor, a congressional seat, a member of parliament, or the presidency of a student’s home country. If desired, students can select an adopted district for which to write the plan. It is expected that the plan will be comprehensive, covering areas including budgeting, fundraising, messaging, staffing, scheduling, media relations, social media, voter targeting, research, use of consultants, the field plan, the coordinated campaign plan, and other aspects of a projected campaign. Course lectures and reading assignments will provide the blueprint for these campaign plans.

**Grading:** Grades will be based as follows: 30 percent grade (ten percent each) for completion of three small writing assignments; and 65 percent based on a major writing project (the creation of a campaign plan for a major elective office). The remaining 5 percent of the student’s grade will be awarded based on attendance and class participation.

**Required Texts:**


**Class Schedule:**

**Thursday, September 3** – Overview of class materials and responsibilities – So you think you can be a successful candidate for public office?

**Tuesday, September 8** – Deciding to Run and Knowing Your District

*Readings:* McNamara – Pages 1-23, Pages 65 – 77  
Burton and Shea – Pages 1 - 52  
Faucheux – Pages 26 – 83

Writing Assignment: Write a 3-5 page paper indicating why politics, running for office, or working in a campaign, is important to you. ***Paper is due at the beginning of class on Thursday, September 17***

**Thursday, September 10** – Lecture on Staffing the Campaign
Tuesday, September 15 – Lecture on Staffing the Campaign

Readings: McNamara – Pages 25 – 40
Faucheux – Pages 310 – 317 and 324 - 326

Thursday, September 17 – ***First Paper Due*** Lecture on Staffing the Campaign

Tuesday, September 22 – Setting Up the Campaign Budget – What will it take to win?

Readings: Faucheux – Pages 327 – 333

Thursday, September 24 – Setting Up the Campaign Budget

Writing Assignment: Write a 5-6 page paper on your state/congressional/gubernatorial/mayoral/international district. What is the demographic make-up, vote trends and turnout, does one party historically dominate the politics of the district? What are the major issues, racial make-up, major employers and major industries? What is the per capita income, unemployment rate, and poverty rate? What percentage of the people are urban versus rural; what are the education rates; etc. In short, give me a good indication that you thoroughly understand the district in which you live or which you have chosen. ***Paper is due at the beginning of class on Thursday, October 8***

Tuesday, September 29 – Setting Up the Fundraising Schedule

Readings: McNamara – Pages 81 – 100
Burton and Shea – Pages 139 – 158
Faucheux – Pages 248 – 309

Thursday, October 1 – Setting Up the Fundraising Schedule

Tuesday, October 6 – Developing Your Message and Policy Proposals and Targeting Your Audience

Readings: McNamara – Pages 43 – 61
Burton and Shea – Pages 159 – 176

Thursday, October 8 – ***Paper Due on Congressional District Demographics*** – Developing Your Message and Policy Proposals and Targeting Your Audience

Readings: McNamara – Pages 103 – 113
Burton and Shea – Pages 77 – 94 and 115 - 136

Tuesday, October 13 – Developing Your Message
Thursday, October 15 – Researching the Candidate and Your Opponent

**Readings:** Burton and Shea – Pages 53 – 74
Faucheux – Pages 199 - 223

Tuesday, October 20 – Scheduling and Advancing the Candidate

Thursday, October 22 – Scheduling and Advancing the Candidate

**Readings:** McNamara – Pages 189 - 206

Tuesday, October 27 – Setting-Up the Press Shop and Dealing with the Media

**Readings:** McNamara – Pages 117 - 158
Burton and Shea – Pages 177 – 190
Faucheux – Pages 470 – 511

Writing Assignment: Write a 5-6 page paper outlining the issues you would highlight in a congressional campaign from your home or adopted district. You be the judge as to whether the salient issues are national in scope, local, parochial or some combination. ***Paper is due at the beginning of class on Tuesday, Nov. 10***

Thursday, October 29 – Setting-Up the Press Shop and Dealing with the Media

Tuesday, November 3 – The Consultants: Pollsters and Media Advisors and Direct Mail

**Readings:** Burton and Shea – Pages 95 – 114
Faucheux – Pages 154 – 198 and 340 – 415 and 427 - 429

Thursday, November 5 – The Consultants: Pollsters and Media Advisors

Tuesday, November 10 – ***Paper Due on Campaign Issues*** – Direct Mail and Utilization of the Internet and Webpage

Thursday, November 12 – Creating and Utilizing a Field Operation

Tuesday, November 17 – Creating and Utilizing a Field Operation and Coordinated Campaigns from Canvasses to GOTV

**Readings:** McNamara – Pages 161 – 187
Burton and Shea – Pages 191 – 206
Faucheux – Pages 122 – 140 and 334 – 339 and 512 – 575 and 619 - 649
Thursday, November 19 – Blogging, Websites and Social Media

Readings: Faucheux – Pages 576 - 618

Tuesday, November 24 – Blogging, Websites and Social Media

Thursday, November 26 – NO CLASS THANKSGIVING BREAK

Tuesday, December 1 – Blogging, Websites and Social Media

Thursday, December 3 – ***Last Class*** – Review for final paper; Final Lecture – The Importance of Leadership in Politics

***Campaign Plan Paper Due – 4:00 PM on Wednesday, December 16***