Political Science (POS) 4275

Advanced Campaigning (3 Credits)

Florida Atlantic University

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Term: Spring 2016

Time and Place: W 4:00-6:50; CU 120

Course Description:

This course is an elective in the area of American Politics and Theory for political science majors. For major requirements please review. <http://www.fau.edu/politicalscience/undergrad.php>

This course is an intensive program that teaches students how to run a political campaign. It covers campaign techniques, strategy, and tactics with emphasis on recent technological developments. The lessons in this course will be presented by political strategists, national campaign consultants and political scientists.

The course will consist of group seminars and campaign simulations used to develop and refine a participant’s ability to coordinate a successful political campaign. Written work for this course consists of several short exercises plus development of a campaign plan. Groups of five to six students work jointly on the development and presentation of a single campaign plan for an actual upcoming race. The final day of the class is devoted to the presentation of the group-designed campaign plans.

Course Structure

This course will be delivered in class and online. We will use the course management system Blackboard. You will use your FAU account to login to the course from the FAU Blackboard Website (http://blackboard.fau.edu). In Blackboard, you will access online lessons, course materials, and resources. At designated times throughout the semester, we will participate in a blend of self-paced and group-paced activities using Blackboard and alternative Internet-based technologies. Activities will consist of chat, blogs, discussion forums, email, journaling, blogging, wikis, and web posting.

Instructor's Contact Information

Office hours: W 2:00 to 4:00pm

Course Materials

You must have a basic understanding of American government and politics. Because this class encourages students to make full use of Internet materials, students must immediately activate their ID cards and frequently read their e-mail to ensure receipt of course announcements and materials that will periodically be sent via e-mail.

Required Books (available at campus-area bookstores)

1. The Victory Lab: The Secret Science of Winning Campaigns, by Sasha Issenberg
2. Socially Elected: How to Win Elections using Social Media, by Craig Agranoff and Herbert Tabin
3. Political Campaign Desk Reference by Michael McNamara

Required Material(s)

There will be other resources (e.g., websites, articles, etc.) that will be required throughout the course. These resources will be linked within Blackboard.

Course Objectives

By the end of the course:

1) Students will be able to define and outline the process of constructing a campaign.

2) Students will identify the major influence on campaign success and failure.

3) Students will define how the media influences campaigns.

4) Students will build a campaign plan.

Course Policies

Attendance/Participation

You are expected to attend every class.

You are expected to login to the course at least three times per week and to ensure you do not miss pertinent postings, messages, or announcements. If you are experiencing major illnesses, or other large-scale issues, contact me immediately to formulate a resolution (if possible).

Communication Policy

• Announcements

You are responsible for reading all announcements posted. Check the course announcements each time you login to be sure you have read all of them since your last login session.

• Course-related Questions

Post course-related questions to the Questions/Concerns discussion board. Asking course-related questions in this way allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question; it may have already been asked and answered in previous posts. Except Saturdays, Sundays, and holidays, questions will, generally, be answered by instructors within 48 hours.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the [highest ethical standards](http://www.fau.edu/ctl/AcademicIntegrity.php). Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see the [Code of Academic Integrity](https://www.fau.edu/ctl/4.001_Code_of_Academic_Integrity.pdf) in the University Regulations.

In this course, you will submit written assignments. I encourage you to use of library resources, Internet, and experts for your research. You must supply APA references for all non-original material posted or submitted as an assignment, discussion board, and/or other course work. The FAU library has constructed a LibGuide for creating APA citations which you can use as a guide for your course work.

Academic work that is submitted by participants is assumed to be the result of their own thought, research, or self-expression. The expectation is that all work that does not include a resource reference is either authored by you or considered common knowledge.

Grading Policy

Grades will be based on the following:

Midterm Exam 30%

Quizzes, Attendance and participation 35%

Campaign Project 35% (Due Apr 29th)

Exams

*No exams will be given earlier or later than the time and date scheduled for this course*.

All exams will be in class only. Make-up exams are entirely at Professor Wagner’s discretion and are rarely granted. Make-ups will only be given under the most extreme circumstances, which will necessarily require verifiable, written documentation of an emergency (illness or accident) or unavoidable legal obligation. All make-up exams will be in essay format. Please review the times for all of the exams. If for any reason you cannot take the exams scheduled for this course (e.g., you have travel plans), you should not enroll in this course.

Neither individual assignments nor final grades in this course will be subject to a “curve.” Letter grades for the final grade in the course will be assigned per the following schedule:

A 90+

B 80-89

C 70-79

D 60-69

F < 60 (failing)

General Criteria for Grading

Students who get top grades (A, B) generally:

--Turn in high-quality written work which reflects careful research, good planning, well-conceived arguments, originality, clarity of thought, and integration of course material, where appropriate. They stay within stated page limits. Their bibliographies are solid and their footnotes carefully used. Their final product in typed and readable. Written work submitted contains nearly flawless English grammar and spelling.

--Complete all assigned readings on time, and reflect this in their exams, written work and class participation. Review carefully and productively.

--Participate actively and enthusiastically in class discussions. They ask questions on a regular basis and their ideas are original and stimulating. They challenge the conventional wisdom. They summarize each author’s principal argument and their reaction to it when discussing the course material.

Students who get middle grades (C) generally:

--Turn in acceptable written work with no serious deficiencies in writing. They meet deadlines generally. Their work is readable and typed.

--Complete the assigned readings and participate in class discussions, asking occasional questions.

Students who get low and failing grades ( D, F) generally:

--Do not turn in their assigned work, or turn it in late with penalty. Their work is of poor quality and shows inadequate research, documentation, thought, and originality. It is poorly presented.

--Complete only part of the required readings.

--Avoid participation. When forced to participate, they are obviously not familiar with the material. They ask no questions and accept new ideas and opinions without challenging them.

Assessment Policy

All assessments must be submitted through the designated method (forums, assignments, etc.). No assessments will be accepted via email. Assessments be completed by the due date. Makeup, late, and incomplete work is not acceptable. Students will receive constructive feedback on their work and responses throughout the course.

Written Submissions

These submissions are written assignments that are submitted Turnitin or tools such as wikis and blogs. They must be professional, well organized, grammatically correct, and free of misspellings. Additionally, any content quoted, paraphrased, or gleaned from references must be properly cited (see Academic Integrity, Plagiarism, and APA).

All written assignments should be in rich text format (.rtf) or Word format (.doc, .docx). Submissions that cannot be opened will not be graded.

Discussion and Communication Expectations

Unit discussions are generally graded discussions. Your posts must be professional, well organized, grammatically correct, and free of misspellings. Additionally, any content quoted, paraphrased, or gleaned from references must be properly cited (see Plagiarism and APA).

This policy includes references to work from your co-learners and instructors. Interaction is a substantial portion of your grade. Please follow the instructions in each discussion for specific requirements.

See the Course Schedule for due dates. Grading rubrics will be provided in the discussion to guide you. Instructors may opt to post a summary on the topic or responses. When this method of feedback is used, the summary will appear within one week after the discussion due date.

Similar expectations to those listed above will also apply to blog and wiki assignments in the course. Please read all directions for the specific criteria required for every communication assignment.

Netiquette

Due to the casual communication common in the online environment, participants are sometimes tempted to relax their grammar, spelling, and/or professionalism; however, remember you are university students — your communication should be appropriate. Also, please note that in the online environment you do not have the advantage of voice inflection or gestures. As a result, sarcasm can come across very negative, so this form of communication should be avoided.

Accommodations

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute course work must register with the Office for Students with Disabilities (OSD) -- in Boca Raton, SU 133 (561-297-3880); in Davie, MOD 1 (954-236-1222); in Jupiter, SR 117 (561-799-8585); or at the Treasure Coast, CO 128 (772-873-3305) – and follow all OSD procedures. If you have any questions about accommodations for a disability, please contact the [Office for Students with Disabilities](http://osd.fau.edu/) (OSD).

Technical Problem Resolution Procedure

In the online environment, there is always a possibility of technical issues (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait to the last minute before due dates, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential you take immediate action to document the issue.

Please take the following steps when a problem occurs:

1. If you can, make a Print Screen of the monitor when the problem occurs. Save the Print Screen as a .jpg file. If you are unfamiliar with creating a Print Screen file, visit http://en.kioskea.net/faq/141-print-screen-screen-capture-windows-mac-os-x-and-unix-linux.

2. Complete a Help Desk ticket at http://www.fau.edu/helpdesk. Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information in order to assist you properly. This includes:

a. Select “Blackboard” for the Ticket Type.

b. Input the Course ID.

c. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).

d. Attach the Print Screen file, if available.

3. Send a message within Blackboard to your instructor to notify him/her of the problem. Include all pertinent information of the incident (2b-d above).

4. If you do not have access to Blackboard, send an email to your instructor with all pertinent information of the incident (2b-d above).

5. If you do not have access to a computer, call your instructor with all pertinent information of the incident. If he/she is not available, make sure you leave a detailed message.

6. If you do not hear back from the Help Desk or your instructor within a timely manner (48 hours), it is your responsibility to follow up with the appropriate person until a resolution is obtained.

Other Policies and Resources

• [Anti-Discrimination and Anti-Harassment Policy](http://www.fau.edu/eop/files/5.010_Anti-Discrimination_and_Anti-Harassment.pdf)

• [Blackboard Support](http://www.fau.edu/oit/blackboard/)

• [Libraries](http://www.fau.edu/library/)

***Changes and Amendments***

Amendments to assignments, grading policies, or any other policy presented by me may be changed at my discretion. Any such changes will be announced in class and students are responsible for those changes.

**Lecture, Readings, and Assignments Schedule**

The readings can be found in the book or under the learning unit in question. The assignments and assessments are found under the learning unit in question.

1. Learning Unit 0: Introduction to Class (Due )

Read: Posted Documents

Complete: Join Twitter (www.twitter.com) follow Wagner (@kevinwagnerphd) and Agranoff (@lapp) and Tweet us a News Story about a Campaign.

Complete: Introduction Quiz

Complete: Introductions Board

2. Campaign Basics (Due )

Read: Issenberg: Introduction and Ch 1;

Read: McNamara Ch 1

View: Lecture: Campaign Strategy

Rick Asnani, Cornerstone Solutions

Complete: Discussion Board Post: How Do I Get Started

3. Campaign Strategy (Due )

Read: Issenberg: Ch 3

Read: Agranoff: Ch 1

Read: McNamara Ch 4

View: Lecture Mailers, Fixes and Outreach

Blake MacDiarmid - Blake MacDiarmid, Inc. Political Strategist

View: Video – College Humor: Romney Style

https://www.youtube.com/watch?v=yTCRwi71\_ns

Complete: Discussion Board Post: Making a Fix

4. Polling and Technology (Due )

Read: Issenberg Ch 6

Read: Agranoff Ch 2, and 3.

View Lecture: Using Social Media

Craig Agranoff

View Lecture: Polling

Kevin Wagner – FAU Polling Institute

Read: How Are Polls Conducted

[http://www.meridian.wednet.edu/~dshick/stats/Gallup.pdf](http://www.meridian.wednet.edu/~dshick/stats/gallup.pdf)

Read: Romney Obama Forecast from 538

<http://fivethirtyeight.com/features/state-and-national-polls-come-into-better-alignment/>

Read: Where Romney and Obama Beat Their Polls from 538

<http://fivethirtyeight.com/features/where-obama-and-romney-beat-their-polls/>

Complete: Discussion Board – Why Lie About Polls?

5. Grassroots (Due )

Read: McNamara Ch 8

Read: Issenberg: Ch 4

View: Lecture Grassroots Mobilization

Former Students

6. **Media Outreach** (Due )

Read: McNamara Ch 7.

View: Lecture Media and Politics

Eric Roby, Morning Anchor of CBS 12

View: Video – [Joni Ernst for Senate](https://www.youtube.com/watch?v=p9Y24MFOfFU)

https://www.youtube.com/watch?v=p9Y24MFOfFU

Complete Discussion Board: T.V. only?

6. Running a Campaign (Due )

Read: Agranoff Ch 4.

Read: McNamara Ch 2, 3.

View: Lecture – Running a Campaign

Eric Johnson - Chief of Staff Congressman Patrick Murphy

Complete: Discussion Board: What Do You Need to Win

7. Opposition Research and Negative Campaigning (Due )

Read: Agranoff Ch 5 and 6.

Read: McNamara Ch 6.

View: Lecture – Opposition Research

Jack Furnari - Founder of Bizpacreview.com

View: Webpage with Videos - [Greers’ Negative Campaign Ads](http://www.press.uchicago.edu/Misc/Chicago/284996.html)

<http://www.press.uchicago.edu/Misc/Chicago/284996.html>

View: [Historic Campaign Ads](http://www.livingroomcandidate.org/commercials/1984/arms-control-5)

http://www.livingroomcandidate.org/commercials/1984/arms-control-5

Complete: Discussion Board: Do You Have to Go Negative?

**Midterm 3/**

10. **Research and the Campaign** (Due )

Read: McNamara Ch 9

Read: Isenberg Ch 9

View: Lecture Web Research with Web Elect

Doug Homan: Founder/Owner of Webelect

Complete: Discussion Board Post: Online or Offline?

11. Networking and Fundraising (Due )

Read: Issenberg: Ch 5

Read: McNamara Ch 5

View: Lecture – Making the Money

Ann Marie Milano – Political Fundraiser

Complete: Discussion Board: How Much Is Enough

12. **Issue Politics and Grassroots** Work (Due )

Review: McNamara Ch 8

View: Lecture Issue Mobilization

Luke Webster – Saint Consulting Group

Complete: Discussion Board: Issues or Candidates

13. **Lobbying and Networking** (Due )

Read: Issenberg: Ch 2

Review: McNamara Ch 2

View: Lecture – Lobbying and Networking

Danny Martel – President and CEO of the Palm Beach County Economic Council

View: Lecture: Unions and Local Interests

John Luca President of the International Fire Fighters Local 1560 Boca Raton Complete: Discussion Board: Who You Know

16. **Campaign Ethics - Transitioning from Student to Campaign worker** (Due )

Read: Isenberg Ch 7

View: Lecture – Ethics in Campaigns

Palm Beach County State Attorney Dave Aronberg

View: Lecture – From Student to the Campaign

Jonathan Cooper – Cornerstone Solutions

Complete: Discussion Board: Is It All About Winning?

17. **Life on the Campaign Trail** (Due )

Read: Isenberg CH 10 and Epilogue

View Lecture: Knowing Your Candidates

Honorable Samantha Feuer Palm Beach County Judge

Boca Raton Councilman Robert Weinroth

Complete: Who Can You Work With?

18. Final Project Group Presentation (Due )