

**PSC 330: Workshop in Practical Politics
University of North Carolina at Greensboro**

Fall, 2016

**334 Curry Building
Tuesday/ Thursday
3:30-4:45
Office Hours: Tuesday, 2:00
Office: 310 Curry**

**Thomas H. Little

Phone: 202-7043 (c)
856-0623 (h)
E-Mail: tlittle@slf.org**

The purpose of this course is to give students the opportunity to participate in the real world of politics. I want you to feel the elation of election night victory or the depression of its defeat, to get paper cuts stuffing envelopes, sore thumbs from putting up yard signs and to fill up on little hot dogs, egg rolls and chicken wings at campaign fundraisers! You can learn a great deal from reading, but at some point you have to get out in the real world. This course is that point! You will read about the theoretical in your textbooks while you experience the practical in your campaign. In class each week, we will bring the two worlds together.

Textbooks

Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management.(2010). Michael John Burton and Daniel M. Shea, 4th Edition (Santa Barbara, California: Praeger Studies in Political Communication).

Articles and readings distributed electronically throughout the semester.

Student Expectations:

Campaign Activity: Given the unique nature of this course, it is imperative that you take an active and involved role in a political campaign. I expect you to average a minimum of 8 hours a week in campaign activities through the November election. I understand that you will not have that many hours some weeks and more other weeks. I expect you to participate in any legal campaign activity that is requested of you by your immediate supervisor from stuffing envelopes to knocking on doors to driving the candidate around.

Class Attendance and Participation: You are expected to attend class regularly. For the first two weeks of class, we will meet on Tuesday and Thursday. From September 13 through the November election, we will meet on Tuesday only. During the last month of the semester, we will meet on Tuesday and Thursday. Given the applied nature of this class, your participation is critical to its success. **Necessary campaign activity is a valid excuse for missing class, but do not abuse the privilege!**

Preparation: You are expected to read the assigned weekly materials each week before coming to class. These materials will be the basis for discussion on that day.

Student Evaluation:

Activity Journal (10%): You will be responsible to keep a journal of activities in which you engaged in the campaign. The journal should be more than a log of activities, however, including your own thoughts and observations regarding the campaign. Bring the journal to class- it will help with discussion and give me a chance to check them (**Final Journal Due by November 22**)

Conference with Campaign Director (15%): Following the election, I will have a conference with the person in the campaign to which you primarily answered to discuss our participation. You will be evaluated on availability, effort, punctuality and quality of work.

Class Discussion/ Participation (15%): Part of your grade will be based on how well you participate in the weekly class discussions. This will require that you do the readings as well as bring information from your campaign that is relevant to the discussion.

Persuasive Presentation (15%): Each student must make 3-4 minute presentation (can include PowerPoint) persuading classmates to vote for him or her based on the candidate (personal, political, professional background) and his or her issue positions. (**Presentations will be October 11**)

Final Report (35%): You will be responsible for a paper at the end of the semester in which you evaluate your campaign in light of criteria established during the course for an effective campaign. You will need to describe the strategies, tactics, targets, messages and methods of your campaign. (**Draft Due November 15; Final Draft Due December 1**)

Final Exam (10%): Students will take a final exam designed to test their ability to understand their experience in the context of the books, notes and class discussions. (**December 8, 3:30**)

<u>Date</u>	<u>Topic</u>	<u>Reading/ Assignment</u>
August 23	Introduction to Course: Approaches for Understanding Elections	
August 25	No Class	
August 30	Chair of Guilford County Democratic and Republican Parties	Introduction
September 1	Characteristics of a Winning Campaign What Makes Campaigns Different?	Chapter 1
September 6	Context Matters: All Politics is Local?	Chapter 2
September 8	Candidates Matter: Who Runs and Who Wins?	Chapter 3

All Internship Assignments will be made by September 6!

***UNLESS OTHERWISE NOTED, WE WILL ONLY MEET ON TUESDAYS FROM
SEPTEMBER 13- THE ELECTION***

September 13	A Winning Campaign Team	Chapter 1 (revisited)
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September 20	Polling: What Do the Voters Know And How Can You Use it?	Chapter 5
September 27	Targeting (Segmenting): Who Will Vote for You?	Chapter 4
October 4	Messaging: What is your Campaign About?	Chapter 8 Canvas
October 11	Persuasive Presentations	
October October 18	Money, Money, Money	Chapter 7
October 25	Get Out the Vote: Can You Get them to the Polls	Chapter 10
November 1	Reaching the People: New and Old Media	Chapter 9 Blackboard
November 8	No Class (you had better be campaigning!)	
November 10	Election Review- What Happened?	
November 15/17	Campaign Exercise	
November 15	Draft of Final Project Due	
November 22	Journal Due	
November 29	The Present and Future of Political Campaigns	Conclusion
December 1	Final Project Due	
December 8	FINAL EXAM	3:30 pm

**Final Report
Due December 2 (Draft November 24)**

The purpose of this assignment is for you to explain your campaign experience in the context of the campaigns discussed in class and in your textbook. The purpose of the paper is to show me that you can

compare what we learned in class with what you learned “in the real world.”

Your paper, at minimum, should include a thorough discussion of the following:

Contextual Factors of the Campaign

Description of Recruitment and Qualities of the Candidates (yours and opponent)

Campaign Organization

Analysis of Likely Supporters

Targeting of Likely Supporters

Get out the vote efforts

Campaign Theme(s)

Role (and amount) of money raised and spent

Why your candidate won or lost

Conclusion: How similar to the “typical campaign?”