Course Content
An analysis of the components of campaigns in the United States.

Course Objectives
This course offers students an overview of American campaigns with a special emphasis on television advertising in presidential elections over the last 60 years. The course will show how political advertising has evolved over time from early black and white television ads to streaming videos on the internet. A number of ads that had an effect on elections will be viewed and discussed in class. This will include such classics as LBJ’s “Daisy” ad in 1964, McCain and Obama ads that appeared in the 2008 election and examples of 2010 spots from around the U.S.

Learning Outcomes
After successfully completing this course, students should be able to demonstrate:

- an understanding of campaign strategies in American elections
- basic knowledge of the evolution of television advertising in American politics
- awareness of how campaign ads are financed and produced.
- comprehension of the relationship between candidates, parties and non-profit groups and their involvement in the campaign process.
- recognition of positive and negative ads along with their targets and purpose.
- an ability to critique a political ad for content and effectiveness.

Blackboard and email
All students are required to sign up on the Blackboard site for this course. All class announcements, assignments and grades will be posted here. If you have any problems signing on to BlackBoard please go to the Computer Lab on the first floor of the Business Building. The university requires students to use their student email account for all communication.
**Course Grading**
There will be two exams given over the course of the semester each worth 100 points. These exams will be composed of short answer, short essay, essay and multiple choice questions. A number of movies, short films and streaming videos will be shown in class. All materials presented may be included on the exams. On-line quizzes and in-class writing assignments will constitute participation.

Two exams 100 pts each                      200   points
Quizzes/Participation                       200 points
Total points                               400   points

Scale   A   360-400 points
          B   320-359 points
          C   280-319 points
          D   240-279 points
          F   239 and below

**Required Text**

*Reading assignments below. Lectures will also include several films/dvds about elections along with streaming video of political ads. See [www.livingroomcandidate.org](http://www.livingroomcandidate.org)*

**Course Outline**
**Week 1 July 9-13**
Chapters 1 and 2.

**Week 2 July 16-20**
Chapters 3 and 4

**Week 3 July 23-27**
Chapter 5
Midterm
Chapter 6

**Week 4 July 30-August 3**
Chapters 7 and 8

**Week 5 Aug 6-10**
Chapters 9 and 10
Final exam.

**Student Rights and Responsibilities**
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
[http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html](http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html)
Attendance
Regular attendance is expected and roll will be taken daily. It is the responsibility of an absent student to get notes from fellow students. Students who miss more than 3 classes (unexcused) will have 25 points deducted from their total points. Make-up exams are subject to the approval of the instructor.

Grade Replacement
if you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to file an intent to use grade forgiveness will result in both the original and repeated grade being used to calculate your overall grade point average. A student will receive grade forgiveness (grade replacement) for only three (undergraduate student) or two (graduate student) course repeats during his/her career at UT Tyler. (2006-08 Catalog, p. 35)

Disability Statement
If you have a disability, including learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support services office so that the appropriate arrangements may be made. In accordance with federal law, students requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center Room 282. Phone number 903 566-7079.

State-Mandated Course Drop Policy
Texas prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire academic career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a cropped course is any course that is dropped after the 12th day of class. For Summer II 2011 this day is July 29th.

Social Security Statement
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer program so that all students have an identification number.

Student Absence Due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of such absences.
Emergency Exits and Evacuation
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire Department, or Fire Prevention Services.