Campaign Politics
POLS 3335.501 – Summer 2013

Overview
In this course we will explore the major issues associated with modern political campaigns. Presidential campaigns will be a primary, but not exclusive, focus. The emphasis of the course is to investigate why modern campaigns take the forms they do, and to place them in broader American cultural and political contexts. This is NOT a course on how to run campaigns; it is a course on understanding campaign politics.

Goals
We take as our starting point that political campaigns mirror American politics generally, warts and all, and are part and parcel of those politics at the time the campaigns take place. The real question is, do our campaigns strengthen our democracy, or not?

Requirements
- New York Times Digital Project – 25%
- Blog – 25% (9 posts)
- Campaigns Project & Presentation – 25%
- Final Online Exam – 25%

Campaign Project: each student must prepare an individual project dealing with some aspect of political campaigns. Students have a wide range to choose a topic and method of presentation. Students could pursue one of the topics in the course, or one not covered as long as it is related to campaigns; campaigns need not be within the US.

Hybrid Class & Meetings
Lectures will be presented, but this is primarily a discussion course. Students are expected to read the required materials in advance of class, and come prepared to use them as a vehicle for discussion. We will meet according to the Course Calendar on the right.

Materials
Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management by Michael John Burton and Daniel M. Shea

Course Calendar
May 15
First day of class – we will meet from 9:am to 11:am and cover the course requirements, calendar and introductory chapters.

May 17
Class meeting and discussion 10:am to 11:30

May 20
Class meeting and discussion 10:am to 11:30 introductory chapters.

May 22
Class meeting and discussion 10:am to 11:30

May 23
Class meeting and discussion 10:am to 11:30 introductory chapters.

May 28, 29, & 30
Class Presentations and discussion 10:am to 12:45