## Title of Course: Campaigns and Elections

### Date: 3/14/16

#### Please check:
- [X] New
- [ ] Revised

### I. Catalog Description (Credit Hours of Course):
A study of the structure and dynamics of the electoral process in the United States, including voting behavior and campaigning. (3 credit hours)

### II. Co- or Prerequisite(s):
- PS103 or PS104

### III. Purposes or Objectives of the Course (optional):
1. To describe and analyze the structure and dynamics of the electoral process in the United States.
2. To examine the structure and design of elections, voting behavior and trends, and campaign strategy.

### IV. Student Learning Outcomes (Minimum of 3):
1. Students will describe the structure of the electoral system in the United States.
2. Students will analyze the impact of campaigns on American elections.
3. Students will locate relevant current event materials suitable to the course.

### V. Optional departmental/college requirements:
- None

### VI. Course Content or Outline (Indicate number of class hours per unit or section):
- **A. The American Electoral Process** (3 hours)
- **B. Transformation and Change in Elections** (3 hours)
- **C. Parties, Interest Groups, and the Media** (3 hours)
- **D. Voting Behavior** (3 hours)
- **E. Congressional and State Campaigns** (3 hours)
- **F. Presidential Campaigns and Strategy** (6 hours)
- **G. Exam 1** (3 hours)
- **H. Campaign Planning and Context** (3 hours)
- **I. Demographic and Opposition Research** (3 hours)
- **J. Electoral Targeting** (3 hours)
- **K. Strategy** (3 hours)
- **L. Fundraising** (3 hours)
- **M. Communications** (3 hours)
- **N. The Future of Campaigning** (3 hours)
- **O. Final Exam** (3 hours)

Please Attach copy of class syllabus and schedule as an example

Signature:_________________________________________ Date____________________

Chair

Signature:_________________________________________ Date____________________

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I. Course Description

A study of the structure and dynamics of the electoral process in the United States, including voting behavior and campaigning. (3 credit hours) Prerequisites: PS103 or PS104. Elections serve as a cyclical reminder that Americans live in a representative democracy. With national elections every two years and state and local elections scattered in between, American citizens are given the opportunity to participate and contribute to the democratic process on a frequent basis. However, frequent competitive elections require a multitude of candidates. This course is designed to be both theoretical and practical. We will examine the structure and processes of elections and discover the consequences of institutional design. In addition, we will study the “how to” of political campaigns. Topics include: the electoral and nominating process campaign strategy; campaign finance; the role of the media; voting behavior; and various election reforms.

II. Purpose of the Course

To describe and analyze the structure and dynamics of the electoral process in the United States. This will include detailed examination of the structure and design of elections, voting behavior and trends, and campaign strategy.

III. Student Learning Outcomes

1. Students will describe the structure of the electoral system in the United States.
2. Students will analyze the impact of campaigns on American elections.
3. Students will locate relevant current event materials suitable to the course.

IV. Expectations

1. Students are expected to attend class having completed all reading assignments.
2. Students are expected to submit all homework assignments by the stated deadline.
3. Students are expected to participate in class discussions.
4. Cell phones and other distracting electronic devices should not be used during class and students using such devices will be asked to leave.

V. Student Evaluation

Your grade in this course will be determined by your performance on two exams, a campaign analysis paper, a paper on a state party system, and class participation. The grades will follow the traditional percentage scale (90%=A; 80%=B; 70%=C; 60%=D; Below 60%=F).

Exams (2 @ 100) = 200 pts.
State Election System Paper = 50 pts.
Campaign Analysis Paper = 50 pts.
Campaign Ad Assignment = 25 pts.
Chapter Presentation = 25 pts.
Participation = 50 pts.
Total = 400 pts.

1. Examinations—There will be two major examinations in the course. There will not be a comprehensive exam. Make-up exams will only be given in the case of a documented illness or emergency.

2. State Electoral System Paper—This paper will consist of critical analysis of the electoral system of an American state. The paper should contain a discussion of: the development of the state election system; party competition in the state; the state’s election system and campaign finance rules; election reforms. The paper is expected to be a minimum of 6 pages.

3. Campaign Analysis Paper—Use the tools from the course to analyze a US House or Senate race. Your analysis should contain a discussion of: major and third party candidates; the nomination process; campaign finance; media coverage; and voter participation. Throughout the semester, we will discuss your chosen races in the context of the class. The paper is expected to be a minimum of 6 pages.

4. Campaign Ad Assignment—Students will work as teams to create two campaign ads. The first will be a general character ad that will convey basic information about the type of person the candidate is and discuss major policy goals. The second ad will be a response to a campaign event item.

5. Chapter Presentation—Each student will lead class discussion on a book chapter, either The Candidate (Popkin) or The Victory Lab (Issenberg). All students are expected to be prepared to discuss the content of the chapters. However, the presenter is expected to lead the class through the main points of the assigned chapter.

6. Participation—Participation is essential to overall success in the course. Students who are paralyzed by fear at the thought of talking in class would be advised to overcome it. Students who do not participate in class will not receive participation points.

VI. Required Texts and Resources
5. In order to complete the Campaign Ad Assignment and the final paper presentation assignment, students will need access to a video recording device. This could include a webcam or any electronic device with video recording capabilities.
6. Additional readings, which consist primarily of online journal articles, may be posted in the assignments list on the course webpage.
VII. Course Outline (Note that assignment details and due-dates may be subject to change and that students should check for periodic updates)

Week 1: The American Electoral Process
Readings: Sides Chapter 1, 2

Week 2: Transformation and Change in American Elections
Readings: Sides Chapters 3-5

Week 3: Parties, Interest Groups, and the Media
Readings: Sides Chapters 6, 7

Week 4: Voting Behavior
Readings: Sides 11, 12; Popkin 1, 2

Week 5: Congressional and State Campaigns
Readings: Sides Chapters 9, 10; Popkin 3, 4

Week 6: Presidential Campaigns and Strategy
Readings: Sides Chapter 8; Popkin 5, 6

Week 7: Presidential Campaigns Continued
Readings: Popkin Chapters 7-10

Week 8: Exam 1

Week 9: Campaign Planning and Context
Readings: Burton Chapters 1-3; Issenberg Prologue

Week 10: Demographic and Opposition Research
Readings: Burton Chapters 4, 5; Issenberg Chapters 1, 2

Week 11: Electoral Targeting
Readings: Burton Chapter 6; Issenberg Chapter 3

Week 12: Strategy
Readings: Burton Chapters 7, 8; Issenberg Chapters 4, 5

Week 13: Fundraising
Readings: Burton Chapters 9; Issenberg Chapter 6

Week 14: Communications and Media
Readings: Burton Chapters 10, 11; Issenberg Chapters 7, 8

Week 15: The Future of Campaigning
Readings: Burton Chapter 12, 13; Issenberg Chapters 9, 10 and Epilogue

Week 16: Final Exam (at regularly scheduled time and location)
VIII. Additional Student Information

Accessibility
Please see me if you have a disability that requires alternative arrangements or circumstances. I will comply with established University procedures regarding accessibility. A statement of the University Accessibility Plan can be found in the Undergraduate Bulletin. Additional information can be found at: http://www.semo.edu/ds/

Civility
“Every Student at Southeast is obligated at all times to assume responsibility for his/her actions, to respect constituted authority, to be truthful, and to respect the rights of others, as well as to respect private and public property.” For purposes of this class, “civility” also means that class discussion will be conducted within the parameters of conventional professional settings.

Plagiarism
Plagiarism on papers and cheating on exams will not be tolerated. Evidence of cheating will result in a zero grade on that assignment and may be submitted to the Office of Student Conduct. The official statement about academic honesty, including plagiarism, may be accessed at: http://www.semo.edu/pdf/stuconduct-academic-honesty.pdf

Questions or Concerns.
Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Hamner Hill, Chairperson, Department of Political Science, Philosophy and Religion, Carnahan Hall 211B.