

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

**Fall, 2008**

**424 Graham Bldg  
Monday/ Wednesday  
3:30-4:45  
Office Hours: Monday 2:00-3:30**

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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**

*Campaigns on the Cutting Edge*, Richard J. Semiatin, Editor (Washington, DC: CQ Press) 2008.

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 Monday and Wednesday. From September 10 through the November election, we will meet on Monday 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 (20%):** 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.

**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 (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.

**Final Report (40%):** 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. A more thorough discussion of this paper will be forthcoming. **Draft Due November 24; Final Paper Due December 8**

**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.

### Course Schedule

<u>Week</u>	<u>Topic</u>	<u>Reading/ Assignment</u>
<b>****Unless otherwise indicated, we will only meet on Mondays from September 8 until November 4****</b>		
August 25	Introduction	
August 27	What Makes a winning campaign? Republican County Chair	Introduction
September 1	No Class- Labor Day!!	
September 3	The Context(s)- how do campaigns differ? Democratic County Chair	Chapter 10
September 8	The Campaign (Plan and Organization)	Chapter 12
<b>Campaign Assignment Should be Made by September 8</b>		
September 15	Becoming Candidates - why do they run?	

September 22	Candidate Qualities – why do they win (or not)?	
September 29	Identifying the Key Voters- Who are they?	Chapter 6, 7
October 6	Interest Groups- Who is in charge?	Chapter 8
October 20	<b>No Class- Fall Break!!</b>	
October 27	Polling: What are they thinking?	Chapter 5
November 3	No Class- you should be campaigning!	
November 5	Talk about the election - What happened?	
November 10	Money, Money, Money- What does it do?	Chapter 2
November 12	Getting Out the Message <b>Activity Journal Due</b>	Chapter 4
November 17/19	Working the Media	Chapter 3
<b>November 24</b>	<b>Draft of Final Report Due</b>	
November 26	No Class- Thanksgiving!!!	
December 1/3	Post Election Evaluation/ Future	Chapter 12
December 8	Lessons from Election 2008 <b>Final Report Due</b>	
<b>December 15</b>	<b>Final Exam</b>	<b>3:30 Noon</b>

**Final Report**  
**Due December 8 (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?”