

Topics in American Politics: How to Get Elected

PSC 229 - Spring 2017

Tuesday -Thursday 1:00 PM - 2:30 PM

Arts & Letters Hall Room 209

Instructor: Kelly Dietrich

Email: kellydietrich@gmail.com

Phone: (312) 401-0675 - Cell

Office Hours: By Appointment.

Office Location: 990 W. Fullerton Avenue, Suite 2213

Course Description

Ever wondered what it was like to run a political campaign? Campaigns are about more than putting up yard signs, shaking hands and kissing babies. They are multi-million dollar small businesses created over night. This class explores the art and science of building a winning campaign. It looks at the day-to-day workings of a campaign manager, communications director, fundraiser, field director and more.

The class focuses on what goals are most important to a campaign and how to build and execute the different plans (field, fundraising, communications, and management) necessary to meet those goals.

Students will learn how campaigns are designed and run, the advantages modern technology and social media provide, as well as the potential careers within the political campaign industry. Several local and national campaign professionals from both sides of the aisle will speak to the class.

Readings

Burton, Micheal John and Shea, Daniel M. *Campaign Craft*. Fifth Edition. 2010. Praeger.

(**Note: This book is available for \$13.99 via Google e-books. It may also be available for free through other subscription trials.)

*Issenberg, Sasha. *Victory Lab*. 2012. New York: Broadway Books.

*Westen, Drew. *The Political Brain*. 2008. Public Affairs.

*Dietrich, Kelly. Complete Campaign Package, www.GetElected.com. Online subscription. 2015. (NOTE: Use coupon code DEPAULSPRING2017 at checkout.)

* denotes required readings

Grades

- Attendance and Participation: 10%
 - You're in college. You should know what this means. Show up. Be prepared. Actively participate. Missing class results in a lower grade.
- Assignments: 10%
 - There will be several smaller assignments throughout the quarter. Do them. They are easy and will help you get a good grade.
- Midterm: 15%
 - The midterm will include multiple choice and essay questions, probably more. You will be expected to take the material learned and apply it to example situations.
- First Paper: 10%
 - A three to five page paper on *The Victory Lab* and the implications of modern data, research and social media on modern political campaigns.
- Second Paper: 10%
 - A three to five page paper examining in-depth a campaign message of the student's choosing and why it was or was not effective, incorporating the arguments put forth in *The Political Brain* by Drew Westen.
- Stump Speech: 10%
 - A five minute stump speech for your candidacy to be given in front of the class incorporating the lessons learned about crafting a message and calls to action.
- Final Project - Campaign Plan: 20%
 - Every student will be assigned a fictional campaign and will create a comprehensive campaign plan to be submitted via email before the final exam.
- Final Exam: 15%
 - The final will include questions from throughout the term and you will be expected to take the material learned and apply it to example situations. It will include multiple choice and essay questions, probably more.

Academic Honesty

Don't cheat. Don't plagiarize. **If caught, I will not only be incredibly disappointed, you will fail the class.**

For the more lawyerly of you who cannot understand this, here's the University's Academic Integrity Policy:

Work done for this course must adhere to the University Academic Integrity Policy, which you can review in the Student Handbook or by visiting Academic Integrity at DePaul University (<http://academicintegrity.depaul.edu>). DePaul University is a learning community that fosters the pursuit of knowledge and the transmission of ideas within a context that emphasizes a sense of responsibility for oneself, for others and for society at large. Violations of academic integrity, in any of their forms, are, therefore, detrimental to the values of DePaul, to the students' own development as responsible members of society, and to the pursuit of knowledge and the transmission of ideas. Violations include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources; alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution.

Attendance and Participation

A vast majority of the learning in this class comes from presentations and speakers. Therefore, the only excused absences are for those cleared in advance with me, and those for medical reasons and verified hardship. The season finale of your favorite reality show is not a hardship excuse.

Participation means being a part of the discussion, offering opinions, asking questions and includes not falling asleep in class. Being on your phone is a distraction and will take away from your participation grade.

If for some reason you do not wish or are unable to participate, please see me during office hours at the start of the term. We will find a workaround.

Respecting Opposing Opinions

In a political science class, especially one concerning how to run a campaign, there will inevitably be discussions about issues and partisan ideals. This is encouraged and students should be able to back up their views and beliefs with facts and compelling arguments.

However, students are reminded to respect opposing views and always keep an open mind. No one and no one side is always right. **Students who do not respect the opposing views of others will face discipline, including potential reduction or loss of grade.**

The instructor also holds his own political views and freely acknowledges he is not always right. You do not have to agree with the instructor. This is a disclaimer that his views will likely come out during this course, but this class is a safe area to share your opposing political beliefs and will not affect your grade. In fact, compelling arguments for or against his beliefs will likely increase your participation grade.

Internet Enabled Devices

Computers, phones, iPads and other electronic devices are not allowed during class. Facebook, Pinterest, Reddit and other sites are unfair competition for me to hold your attention and too tempting of a distraction.

Papers

Papers assigned for class are due on the designated day at the start of class. All papers must be submitted electronically via D2L. Late papers without a pre-approved excuse will not be accepted.

Papers are to be twelve point type, double spaced with standard one inch margins. Every page should have your name in the header or footer. Non-Conforming papers will not be accepted.

Writing Assistance - Read This

In addition to learning how to run a political campaign, I want you to learn to be a successful contributing member of society. A critical skill to achieve this goal is being able to effectively write and communicate all those brilliant ideas in your head.

Therefore, if you need some assistance with your writing or with a paper, take advantage of the University's Writing Center. It is free. It is here to help you. I used it for this syllabus. See below:

I strongly recommend you make use of the Writing Center throughout your time at DePaul. The Writing Center provides free peer writing tutoring for DePaul students, faculty, staff, and alumni. Writing Center tutors work with writers at all stages of the writing process, from invention to revision, and they are trained to identify recurring issues in your writing as well as address any specific questions or areas that you want to talk about. Visit www.depaul.edu/writing for more information.

Online Teaching Evaluations

I want your honest feedback and evaluation on my teaching. What do you like? What do you not like? I can't promise I will implement every suggestion, but I will read and give it consideration. Therefore, you will be encouraged to complete a couple of evaluations of my teaching style throughout and the end of this course.

From the University's recommended language on evaluations:

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable. As you experience this course and material, think about how your learning is impacted.

Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this opportunity to provide feedback!

Office Hours

Given the demands of my work outside of DePaul this quarter, I cannot commit to regular office hours. However, I am readily available to meet, talk or text whenever you would like to talk, ask questions about the class, politics in general or need advice. (Quick Caveat: Within reason. For instance, not at 3:00 AM.)

I do plan to hold open office hours when I can and will announce them in class. I encourage you to take advantage of them.

Class Outline

I reserve the right to change and alter this schedule outline as needed throughout the quarter.

	Theme	Topics	Readings	GetElected
Class 1 March 28	Introductions/ Campaign Plan	Overview of class and introductions. Overview of Political Campaigns. Goals for Class. Fed v State v Local. Philosophy.		
Class 2 March 30	Campaign Plan	What is a Campaign Plan and why is it important. Campaign staff roles. Campaign plan parts and most important goals of each.	CC Intro. Ch 1 & 2	Building a Campaign Plan
Class 3 April 4	Field	Determining Vote Goal. Crafting Field Plan. Strategies and Tactics Available. GOTV v Persuasion.	CC Ch. 4 & 6 & 10	Field Plan One and Two
Class 4 April 6	Field	Voter File. Executing and Tracking a Field Plan. Examples. GUEST SPEAKER		Contacting and Tracking Voters.
Class 5 April 11	Field FIRST PAPER DUE	Field Plan. Determining Strategies and Tactics Available. GOTV		GOTV
Class 6 April 13	Fundraising	Finance Plan. Laws	CC Ch. 7	Finance Plan, Finiding Donors
Class 7 April 18	Fundraising	Making the Ask/Donor Targets/ Tracking/PACs. GUEST SPEAKER.		Making the Ask
Class 8 April 20	Fundraising	FR Tactics: Call Time/Mail/Social/ Events		Events, Grassroots FR
Class 9 April 25	Research	Opposition & Self GUEST SPEAKER		
Class 10 April 27	Polling	How should polling affect campaigns and campaign plans. GUEST SPEAKER.	CC Ch. 5	
Class 11 May 2	MIDTERM			
Class 12 May 4	Message	Creating a Message.	CC Ch. 3, 5, 8 & 9	Campaign Message
Class 13 May 9	Communication Plans	Coms Plan and Tactics. GUEST SPEAKER	CC Ch. 3, 5, 8 & 9	Communications Plan
Class 14 May 11	Coms Plan	Media Events/Releases/Advisories/ GUEST SPEAKER.		Campaign Message
Class 15 May 16	Digital & Social	Digital and Social Media GUEST SPEAKER.		

Class 16 May 18	Paid Coms SECOND PAPER DUE	Types, Cost and budget implications. GUEST SPEAKER.		
Class 17 May 23	Management	Admin & Budget, Research, Scheduling		Handout
Class 18 May 25	Polling	How should polling affect campaigns and campaign plans.	CC Ch. 5	
Class 19 May 30	Campaign Plan	Pulling It All Together GUEST SPEAKER.		
Class 20 June 2	Review for final	Review of course in advance of final exam.		
FINAL EXAM Thursday, June 8 11:30 - 1:45 PM				