

**Election Campaign Communication  
COM 495**

**M 6:30 p.m. -9:15 p.m.**

**Room 134 Leutze Hall**

**Professor:** Dr. Jennifer Brubaker  
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**Office Hours:** TBD  
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**Course Description:**

An examination management, strategy, and tactics in modern political campaigns. Class will be discussion based. In addition, students will follow a national campaign and volunteer for a local campaign. Assignments will tie together the theoretical information discussed in class and the practical information experienced in the campaigns.

**Required Text:**

Hollihan, T.A. (2001). *Uncivil Wars: Political Campaigns in a Media Age*. Boston: Bedford/St. Martin's.

Faucheux, R. A. (2003). *Winning Elections: Political Campaign Management, Strategy & Tactics*. New York: M. Evans and Company, Inc.

**Policies:**

**Attendance:**

Attendance for this course is very important, as a large amount of information will be covered in each class session and includes participation. You are allowed three personal days (unexcused absences) without a grade deduction penalty. A 5-pt deduction in your grade will occur for each absence above this limit. The professor will determine if an absence is excused or unexcused based on criteria such as a university oriented obligation, documented illness, religious obligation, or emergency. However, work missed on your personal days CANNOT be made up, so make sure that you don't have anything due that day. Those with perfect class attendance for the semester will receive bonus points towards their final grade.

**Participation:**

Your questions, contributions to discussions, and participation in activities are critical to both your own and your fellow classmates' learning. Please respect your professor and your classmates and do not engage in activities that interfere with classroom procedure or other students' learning.

**Cheating and Plagiarism:**

University policy regarding plagiarism and cheating applies to this course. You must give credit for ALL ideas, facts, and any other materials extracted for other sources in both oral and written assignments. Plagiarism of any kind or cheating on an exam will result in a **ZERO** for the assignment, **FAILING** grade for the course, and possible **academic punishments** from the university.

**Late Work:**

Assignments are due at the start of class on the assigned dates and WILL NOT be accepted late. If you are going to miss a deadline as a result of an excused absence, you must contact the professor before class to explain your absence. The missed assignment (exam, presentation, or paper) resulting from an **excused absence** must be made up or turned in during the class period that you return. If you fail to contact the professor before missing an assignment you will receive a zero for the assignment. Assignments missed as a result of an **unexcused absence** will result in a **zero** for that assignment.

## **Assignments and Grading:**

### **Readings:**

To do well in this course you MUST keep up with the assigned readings. You should be prepared to ask and answer questions and participate in discussions of assigned readings by the due dates listed on the syllabus.

### **Volunteer:**

Each student is required to volunteer for a local election campaign a minimum of 10 hours this semester (minimum 1 hour/week). Students must have a log signed to confirm presence.

### **Volunteer Journal (200 points):**

Each student will volunteer for a local election campaign. Students will keep journals of their campaign involvement. Journal entries will be due EACH TUESDAY (1-2 pages). In these entries, students will use information from the readings and/or book to tie into their campaign experiences. (10 points each)

After the election, students will write a summary paper (5-7 pages) of their campaign experience, tying in material from the class/book. (100 points)

### **Presidential Campaign Summary Paper (100 points):**

Each student will choose a presidential candidate to follow throughout the semester. Students will integrate material from the campaign with information from class. Students will write a summary paper (5-7 pages) of their candidate's role in the presidential campaign during the semester, tying in material from the class/book.

### **Opposition Research Assignment (25 points):**

Students will do research on their candidate's opponent in the election.

### **Scriptwriting Assignment (25 points):**

Students will write a script for a TV or Radio ad for their candidate.

### **Class Participation (50 points):**

I will base class participation on each student's participation in class discussion, activities, and general preparedness for class. Included in this grade will be your discussion on topics pertaining to your campaign and your debate of the issues discussed in class.

### **Grading:**

<b>A:</b>	93-100%
<b>A-</b>	90-92%
<b>B+</b>	87-89%
<b>B:</b>	84-86%
<b>B-</b>	80-83%
<b>C+</b>	77-79%
<b>C:</b>	74-76%
<b>C-</b>	70-73%
<b>D+</b>	67-69%
<b>D:</b>	63-66%
<b>D-</b>	60-63%
<b>F:</b>	Below 60%

## University Policies

UNCW's **ACADEMIC HONOR CODE** will be observed and enforced in this class. For specific information, refer to the 2006-2007 Student Handbook and Code of Student Life.

**UNIVERSITY STATEMENT ON ACADEMIC EXPECTATIONS:** In choosing UNCW, you have become part of our community of scholars. We recognize that the UNCW learning experience is challenging and requires hard work. It also requires a commitment to make time available to do that hard work. The university expects you to make academics your highest priority by dedicating your time and energy to training your mind and acquiring knowledge. Academic success in critical thinking and problem solving prepares you for the changes and challenges you will encounter in the future. Our faculty and academic support resources are readily available as partners in this effort, but the primary responsibility for learning is yours.

**COURSE COMPLETION AND GATEWAY REQUIREMENTS:** Classes typically coded ACOM Majors ONLY@ may occasionally be opened to PCOM majors or all students. This may most commonly occur during Summer terms. Please be aware, however, that to become a full-status COM major, you **MUST** complete the gateway courses (COM 105 and COM 200) with a grade of AB or higher in each. If you do **NOT** successfully complete those two courses, you cannot earn full COM major status, even if you complete one or more COM classes apart from the gateway courses.

### *Tentative Schedule*

<u>Week 1:</u> 8/23	<b>Introduction</b> Introduction to course/ Syllabus
<u>Week 2:</u> 8//28 8/30	<b>Choosing Campaigns, Campaign Management</b> Chapters 1 & 2 <b>Winning Elections (WE)</b> Choose campaigns Chapters 1 & 10 <b>Uncivil Wars (UW)</b> Chapters 53 & 54 <b>WE</b> Campaign Mgmt handout
<u>Week 3:</u> 9/4* 9/6	<b>Cmpaign Plans, Announcing, Targeting</b> Chapters 3 & 5 <b>WE</b> – How did your candidate announce? <b>*Journal entry due*</b> Chapter 2 <b>UW</b> , Chapters 13, 35, 36, 77 <b>WE</b> - Targeting
<u>Week 4:</u> 9/11* 9/13	<b>Targeting</b> Targeting cont. No class – Volunteer
<u>Week 5:</u> 9/18* 9/20	<b>Opposition Research, Media</b> Opposition Research Assignment Due, Chapters 29, 30, 34 <b>WE</b> Chapter 5 <b>UW</b> , Chapter 91, 92, 94, 96 <b>WE</b>
<u>Week 6:</u> 9/25* 9/27	<b>Advertising, Negative Ads</b> Chapter 6 <b>UW</b> , Chapters 11, 67, 68 <b>WE</b> Scriptwriting Assignment Due, Chapter 66 <b>WE</b>
<u>Week 7:</u> 10/2* 10/4	<b>TV/Radio</b> Chapters 69, 70, 74 <b>WE</b> No Class – Volunteer

<u>Week 8:</u>	<b>Polling</b>
10/9	No School – Fall Break
10/11	Chapter 7 <b>UW</b> , Chapters 18, 19, 20, 21, 25, 28 <b>WE</b>
<u>Week 9:</u>	<b>Internet</b>
10/16*	Chapter 8 <b>UW</b> , Chapters 112, 229, 120 <b>WE</b>
10/18	Internet cont.
<u>Week 10:</u>	<b>Reaching Voters</b>
10/23*	Chapters 101, 103, 104, 110 <b>WE</b>
10/25	No Class – Volunteer
<u>Week 11:</u>	<b>Reaching Voters</b>
10/30*	Chapters 47, 49, 60, 61, 107 (pp. 547-552)
11/1	No Class – Volunteer
<u>Week 12:</u>	<b>Get out the Vote</b>
11/6*	Election Day
11/8	Chapters 3, 4 <b>UW</b>
<u>Week 13:</u>	<b>Debates and Speeches</b>
11/13*	Chapter 9 <b>UW</b> , Chapters 83, 84, 85, 86, 88 <b>WE</b>
11/15	Debates and Speeches cont. Volunteer Summary Paper Due
<u>Week 14:</u>	
11/20	No Class - Volunteer
11/22	No School – Thanksgiving
<u>Week 15:</u>	<b>Financing</b>
11/27	Chapter 11 <b>UW</b> , Chapters 40, 41, 51 <b>WE</b>
11/29	Financing cont.
<u>Week 16:</u>	
12/4	Chapter 12, epilogue <b>UW</b>

**Presidential Summary Paper and Presentation due during Final Exam period**