

**The Graduate School of Political Management**  
**Targeting and the Field Plan, PMGT 265.13**  
**Syllabus, Summer 2007**

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Office Hours: By appointment  
Course: Thursday, 6.10 – 8.45 PM  
1776 G Street, Room 168

**Overview:**

You get the call.

It's the candidate.

You're hired to manage her campaign.

You pack your things, stop your mail, and drive for eight hours, full of excitement about this race and all the things you're going to do.

When you arrive, you meet the candidate and a few die-hard volunteers at a diner. It's late, you're tired and suddenly, one of her supporters who claims he "has been with her since she ran for senior class president" pulls out a map of the district, and challenges you, asking, "So, let's find out where our new campaign manager thinks we should we go first?"

All eyes turn to you.

What do you say?

By the end of this course, you will be able to discuss where your candidate goes door-to-door, who gets persuasion calls and where your volunteers register new voters.

Understanding and interpreting targeting data will help you dissect the district so your candidate receives the maximum electoral benefit.

You will learn targeting, including how to analyze and find votes needed to win in districts that tilt towards the opponent's party. And, you will also find out how to delve deeper into the numbers to uncover the real truths about unlocking a district's performance.

Targeting data is one of the three aspects of the field's holy "trinity" – the other two we will discuss include incorporating survey data and managing the voter file.

Once a district is analyzed, voters need to be "identified" and persuaded. In this course, you will learn how to prescribe which methods work best for your candidate, campaign and district.

The final project enables students to serve as the field director on a campaign. It will require you to use the skills obtained in class to write and justify your field plan ensuring that activities happen on time and under budget.

**Rules:**

Attendance is mandatory, participation is sought, and learning is desired.

**Required Reading:**

Selected handouts and potentially, *The New Political Targeting* by Hal Malchow

**Grading:**

Your final grade will depend upon these factors.

In-class participation:	10%
Homework assignments:	20%
Presentation:	20%
Targeting Book & Field Plan:	50%

**Our Goal:**

The goal of the class is that once you are done you should be able to go into any district in the country and be able to develop a field plan regardless of the information within the campaign.

**Class Topics/Schedule:**

Note: This schedule provides an estimate of dates and topics. We will spend as much time as needed on each topic before moving to the next.

**Class 1, May 24: Class Introduction, Field Overview and Targeting Fundamentals**

Text: CT-05 Information

Homework #1

**May 31st: No Class**

**Class 2, June 7**

**Class 3, June 15**

**Class 4, June 22**

**Class 5, June 29**

**Class 6, July 5\***

**Class 7: July 12**

**Class 8: July 19**

**Class 9 and 10, Week of July 26**

Field Plan Presentations

**Field Plan and Targeting Book Due on Friday, August 3<sup>rd</sup> at 6 PM**