

CAMPAIGN STRATEGY: PMGT 250
SPRING 2009
PROFESSOR SHAYNA ENGLIN, SHAYNA.ENGLIN@GMAIL.COM, 202-258-3375
WEDNESDAYS, 7:10PM – 9:40PM, MONROE HALL 351

While modern campaigns are conducted in a context that would be unrecognizable to campaign professionals of just ten years ago, many of the key components have withstood the communications and technology revolutions of the past decade. Solid strategy backed up by carefully chosen tactics still win the day, even while the strategic environment and tactical options have evolved. Keen understanding of voter behavior and preferences, gleaned by familiarity with the data available, is as crucial as it has ever been, as is strong campaign leadership and organization. The challenges faced by every campaign remain stubbornly constant: time is always too short, money is always too tight, and information is always too murky.

The aim of this course is to provide campaign professionals with the basic information they need to understand the strategic and tactical decisions that await them, the tools to make and implement those decisions, and the analytic framework to evaluate them.

2. GOOGLE GROUP

Throughout the semester, we will communicate via a google group at the following URL:

<http://groups.google.com/group/campaignmgmt2009>

After the first class meeting, all enrolled students will receive an invitation to join the group.

Please join the group before the second class meeting. Class announcements, additional readings, and other important information will be sent via the group. If you have not joined, you will miss critical information.

3. READINGS

In addition to the books listed below, additional short readings will be distributed via email. Additional readings may also be assigned throughout the course of the semester in the form of handouts, website links, and additions to the Blackboard site.

Gillespie, Edward. 1996. *Winning right: Campaign politics and conservative policies*. Simon & Shuster. ISBN: 1416524835.

Green, Donald and Alan Gerber. 2004. *Get out the Vote! How to increase voter turnout*. Brookings. ISBN: 0815732694.

Halperin, Mark and John Harris. *The way to win: Taking the White House in 2008*. Random House. ISBN: 1400064473.

Klein, Joe. 2006. *Politics Lost: How American Democracy Was Trivialized by People Who Think You're Stupid*. Doubleday. ISBN: 0385510276.

Pelosi, Christine, 2007. *Campaign Boot Camp: Basic Training for Future Leaders*. PoliPointPress. ISBN: 978-0-9794822-0-5.

All of these books are available through the GW bookstore. They are also available new and used through many other online and offline sources.

4. COURSE SCHEDULE

Week 1: January 14	*Introductions *Course Overview: Purpose, Readings, Assignments, and Policies *Opening Salvo: Our Political Context
Week 2: January 21	Strategy and/vs. Planning Gillespie, Introduction and ch. 1 Halperin & Harris, Section VII (pp. 241-278)
Week 3: January 28	Fundraising, Budgeting, and Campaign Finance Pelosi, ch. 6 Google Group: *Sample budget document *Sample daily fundraising report document
Week 4: February 4	Theme and Message Gillespie, ch. 2 Klein, chs. 1-7 Pelosi, ch 4 e-reserves/Google Group: *Horowitz excerpt
Week 5: February 11	Polling and Message Refinement Guest Speaker: BJ Martino, The Tarrance Group e-reserves/Google Group: *Sosnik, Dowd, & Fournier, "Politics: Values Trump the Economy" <i>Final Paper Suggested Outline Handed Out</i>
Week 6: February 18	In-Class Group Assignment (Assignment #1)
Week 7: February 25	*Assignment 1 Debrief Targeting Pelosi, ch 2 and ch 5 e-reserves/Google Group: *Shea & Burton, ch. 6 *Big Brother, Inc. article
Week 8: March 4	Communications, Part I (Field): Doors, Phones, Mail Shea & Burton, ch. 12 e-reserves/Google Group: *Capuano case study *Sanchez case study *Big Brother, Inc. article *Sample precinct tracking form <i>Final Paper Proposal Due</i> <i>Assignment 2 Details Handed Out</i>
Week 9: March 11	Skipping Ahead: Get Out the Vote Operations Green and Gerber, chs. 3-8 Online: http://research.yale.edu/GOTV/
Week 10: March 18	<i>NO CLASS – Happy Spring Break!</i>
Week 11: March 25	Skipping Ahead: Get Out the Vote Operations Green and Gerber, chs. 3-8 Online: http://research.yale.edu/GOTV/
Week 12: April 1	Communications, Part II (Paid): Online, TV, Radio Guest Speaker: Sarah Flowers, LKK Partners Halperin & Harris, pp. 285-327

	e-reserves/Google Group: *Ireland and Nash excerpt *Overby & Barth radio article *C&E articles
Week 13: April 8	Communications, Part III: Earned Media and the Internets Guest Speaker: Nate Wilcox. The Webstrong Group Halperin & Harris, pp. xiiv-83 and pp. 102-119 Shea & Burton, ch. 11 e-reserves/Google Group: *C&E article *NWPC excerpt
Week 14: April 15	Scheduling & Advance; Managing Consultants and the "Kitchen Cabinet" Klein, ch. 8 Pelosi, ch. 3 e-reserves/Google Group: *Medvic article Assignment #2 Due
Week 15: April 22	*class evaluations Challenges and Trends (Signal and Noise)
Week 16: April 29	NO CLASS - Final Papers Due by midnight, EST

3. COURSE ASSIGNMENTS

Assignment #1:

Regardless of changes in the political context, time remains a finite commodity: a perennial challenge for political professionals. So, you've got no more than 2 hours and 15 minutes of class time to produce, as a group, a strategy memo for one of two candidates in a hypothetical U.S. House race. The memo must include a draft budget. Students will be given additional instructions, candidate profiles, district profiles, and polling data to work from at the start of class.

Assignment #2:

Expand the strategy memo you wrote with your group for Assignment #1 with a detailed communications plan. Include a proposed campaign theme, up to five big-picture messages, and a communications calendar with targeting notes. The memo should include a rationale for how the communications decisions further the strategic recommendations. Students will be given additional candidate, district, polling, and prior voting information on March 4th.

Final Paper:

Choose any past campaign, for any office, and write a case study. Analyze the candidate and the race according to the campaign strategies, tactics, and components we read about and discussed throughout the class. Papers that cite the readings, incorporate comparisons to campaigns we discussed in class, and demonstrate that the student was paying attention (or at least got good notes from a classmate) during class discussions will receive the highest grades. Students will receive a suggested outline on February 11th.

Students will be required to turn in a final paper proposal identifying the campaign in focus, including a general description of anticipated sources for information about the campaign, on March 4th.

Online Discussion and Class Participation:

Politics is a practical pursuit – the theory will only get us so far. To ensure we are keeping a close tie between the theory we discuss in class and the way it is practiced out in the real political world, we will use the current Virginia political campaigns as our ongoing observation laboratory. Each week, we will begin class with a 10-15 minute discussion of the current political environment, Virginia campaign developments, and how they prove, disprove, or merely relate to the topics we've discussed to that date. In preparation for the class discussion, every student is required to post one question, observation, link to more information, analysis, or other musing to the class Google Group before 5pm each class day.

Class participation requires class attendance. Attendance is mandatory and will be factored in to the class participation grade.

4. GRADING

Assignment #1	15 points
Assignment #2	25 points
Final Paper proposal	5 points
Final Paper	40 points
Class Participation	20 points

Grading scale:

A	92.6-100
A-	90-92.5
B+	87.5 – 89.9
B	82.6 – 87.4
B-	80 – 82.5
C+	77.5 – 79.9
C	72.6 – 77.4

5. CLASS POLICIES

- With the exception of Assignment #1, all assignments must be submitted via email to shayna.englin@gmail.com not later than 7:10pm on the due date indicated or brought in hard copy to class. Assignments submitted in Word (or Word-compatible) format will be returned with comments.
- Assignment #1 – the group strategy memo – cannot be made up or substituted. Students who miss that class will receive a zero for that assignment, without exception.
- Late Assignments #2 will be accepted through April 22nd, and will receive a 10% grade reduction for each day late. No Assignments #2 will be accepted after April 22nd.
- No late Final Papers will be accepted.
- I will not offer “incomplete” grades save in the most exceptional, unforeseeable circumstances. Job requirements do not qualify.
- Grammar, spelling, and proper citations matter. You may use any style manual you choose. GSPM prefers APA style.
- You are responsible for classroom information and instructions, whether you are present in class or not. If you must miss a class, it is your responsibility to make arrangements with your classmates to get class notes.