Designing Ethical Campaigns

About the Course

This course will introduce students and immerse students in the methods of designing an ethical campaign. Through our campus, local, state, and national government, we have seen how dirty campaigns can get. Throughout the semester students will be able to apply their learnings to design a campaign that can make tangible differences, but stay true to their core values. We will explore the different functions and methods it takes to run an ethical campaign. Our assignments and activities will allow for students to have hands on engagement with stakeholders at UMD to create and test their own ethical campaign.

Professional Experience

Andrew and Alexis both have majors in the Government and Politics Department at the University of Maryland. They have been working throughout their academic career to better understand the working knowledge behind elections and how to run a successful campaign. Recently, Alexis and Andrew led a campaign to be elected for the Student Government Association. The preparation that led to the creation of their platform development, constituency outreach efforts, and overall importance of upholding your morals were all important lessons learned throughout their experience.

Course Details

Course: IDEA 258C
Credits: 1
Lecture Time: Monday 5-6:30 PM
Location: ESJ Loft
Semester: Fall 2019
Course Facilitator(s): Andrew String, apstring@umd.edu // Alexis Amos, aamos1@umd.edu
Faculty Advisor: Mira Azarm // mazarm@umd.edu

Learning Outcomes/Key Takeaways

By the end of this course you will be able to:
- Understand how allowing diverse voices to be heard can create innovative solutions
- Apply ethical decisions to your work that can strengthen your final product
- Utilize the tools and resources necessary to design and publicize a campaign in 2019

Required Tools/Materials

The following resources will be key tools that will help you succeed in and outside the classroom:
- Laptop to research your material
- A place to take notes
- All class materials and readings will be provided on ELMS

Laptops and Technology

When class is in session students may only use their laptops, phones, or mobile devices when directed by their instructors. If students are using their technology inappropriately there will be one warning, a second time and thereafter will warrant a 0 for participation that day.

Late material

Late assignments will be penalized 10% for each class period that they are turned in late, with a maximum of 30% deduction. We will not accept late papers after the third class day after it is due. If for some reason you cannot be in class the day a paper is due, contact the instructor before class to avoid a late penalty.

Missed class

Email your instructors if you are going to miss class. If you miss more than 2 unexcused classes then you will have a deduction of 5% points for every missed class thereafter.

Discussion Posts

Each student is expected to write a total of four discussion posts over the course of the semester. The prompts for each of these journals will correlate with elements discussed in class. This information will only be shared between yourself and the instructor. More details surrounding the logistics of the journals will be provided in each assignment on Canvas.

Midterm and Final Project: Your Own Campaign

The entire class will be leading up to create your own campaign. This process will include inner reflection on why you wanted to run, how to encourage a team, develop platforms, and etc. Your campaign will be critiqued by your classmates during the course and the final product will be a poster board will your campaign. This campaign will be showcased in our class and encourage to implement in the world.

Assignments & Grading

Item	Percentage
Discussion Posts + Homework Assignments (5 points each)	20%
Preparation and Participation (5 points per class)	15%
Midterm (10 points)	30%
Final (10 points)	35%
Total	100%

Calendar

Class Week	Topic	Class Activity	Items Due
Week 1 (8/26)	Introductions and Work Ethic	Introductions, Syllabus Review, Good and Bad Values in Leadership Exercise	Due 8/29: Discussion Post 1 (5) Due: 9/9: Time Capsule Letter Due: 9/9: MBTI Test results Due: 9/9: Outline of Identity Speech (5)
Week 2 (9/2)	**OFF**	**OFF**	**OFF**
Week 3 (9/9)	Identity Exercise	MBTI Presentation, Identity exercise and discussion	Due 9/16: Discussion Post 2 - MBTI Reflection (5)
Week 4 (9/16)	Importance of Leadership/ Passion areas	Ethical Storytelling, Mind Map Platform Activity Guest Speaker: William Post	
Week 5 (9/23)	History of UMD Activism - Archives Visit	Tour of University Archives, Formation for Group Project	Due 9/24: Discussion Post 3 - Mind Map (5)
Week 6 (9/30)	Ethics and Why they are Important	Podcast Case Study, Trash Your Values Activity, First Year Book Guest Speaker: Julia Novick	
Week 7 (10/7)	Negative Campaigning, where's the advantage	Case Study Acting Activity, Canvassing Discussion	Due 10/14: Project Brief (5)
Week 8 (10/14)	Furthering Platform Development	Defining Fieldwork and Preparing Canvassing	Due 10/21: Proof that you reach out to 20 constituents (5)
Week 9 (10/21)	Communications of a Campaign	Debating differing sides of situations, finding common ground Guest Speaker: Multicultural advocates	
Week 10 (10/28)	Campaign History of Halloween	Energizer for Halloween	Due 11/4: Midpoint Powerpoint
Week 11 (11/4)	Midterm Campaign Review	Midterm Presentation	Due 11/11: Plan to Canvass (5)
Week 12 (11/11)	External Functions/ Testing Your Campaign	Canvassing on your Campaign and receiving feedback	

Week 13 (11/18)	Dealing with Problems	In Class problem solving	Due 12/2: Prepare Final Poster
Week 14 (11/25)	Workshop	Workshop	Workshop
Week 15 (12/2)	Final Presentation	Final Presentation Showcase	Due 12/9: Discussion Post 4 (5)
Week 15 (12/9)	Reflection and Aftermath	Discussion on Reflection and Steps Moving Forward	

ACADEMIC INTEGRITY

We will not tolerate any form of academic dishonesty in this class and will actively investigate any alleged or apparent incident. Students will be held to the standard of the honor code which is as follows: "I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination."

STUDENTS WITH DISABILITIES

The University of Maryland is committed to creating and maintaining a welcoming and inclusive educational, working, and living environment for people of all abilities. The University of Maryland is also committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the University, or be subjected to discrimination. The University of Maryland provides reasonable accommodations to qualified individuals. Reasonable accommodations shall be made in a timely manner and on an individualized and flexible basis. Discrimination against individuals on the grounds of disability is prohibited. The University also strictly prohibits retaliation against persons arising in connection with the assertion of rights under this Policy.