



## Graduate Course Syllabus

### **POL 634: Campaigns, Elections, and Strategic Messaging**

Center: Online

#### **Course Prerequisites**

POL-500

#### **Course Description**

This course involves an integrated and advanced study in historical and contemporary theoretical approaches to campaigns and elections. Topics for investigation include fundraising, recruitment and capacity planning, use of various communication tools such as social media, long-term strategies of staying on message, and analyzing audience and public speaking scenarios, among others. Emphasis will be placed on the impact of these factors on how messages are interpreted through historical case studies. Students will also be engaged in recommending strategies for addressing these concerns.

#### **Course Outcomes**

- Analyze effective communication strategies and techniques for their contributions in achieving intended political campaign outcomes
- Propose campaign management and mobilization strategies for achieving intended political campaign outcomes
- Analyze successful strategies used in previous campaigns that maintain ethical communication in campaign messaging practices
- Formulate appropriate and persuasive communication techniques that align with the needs and dispositions of targeted political audiences
- Apply political theory to modern-day campaigns for informing the creation of effective communication strategies

#### **Required Materials**

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

*Political Campaign Communication: Principles and Practices*

Judith S. Trent, Robert V. Friedenberg, and Robert E. Denton, Jr.

Rowan & Littlefield Publisher

8<sup>th</sup> Edition

2016

### Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment’s due date, or within seven days of a late submission.

### Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	9	20	180
Short Papers	4	50	200
Discussion: Peer Review	1	70	70
Final Project			
Milestone One	1	50	50
Milestone Two	1	75	75
Milestone Three	1	75	75
Final Submission	1	350	350
			<b>Total Course Points: 1,000</b>

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

## University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Communicative Functions of Political Campaigns <i>Political Campaign Communication: Principles and Practice</i> , Chapters 1 and 2 1-1 Discussion: The Evolving Campaign: Netroots 1-2 Short Paper: The Four Stages of a Political Campaign 1-3 Final Project Review
2	Communicative Styles and Strategies of Political Campaigns <i>Political Campaign Communication: Principles and Practice</i> , Chapter 3 2-1 Discussion: The Politics of Words: Change 2-2 Final Project Milestone One: Draft of Introduction and Bibliography
3	Mass Communication and Political Campaigning <i>Political Campaign Communication: Principles and Practice</i> , Chapter 4 3-1 Discussion: Political Scandals and the Mass Media 3-2 Short Paper: Priming and Political Campaigns 3-3 Continue Work on Final Project

Module	Topics and Assignments
4	The Role of Television and Televised Ads in Political Campaigning <i>Political Campaign Communication: Principles and Practice</i> , Chapter 5 4-1 Discussion: Historical Perspective on Political Ads 4-2 Short Paper: Negative Campaigning on Television 4-3 Continue Work on Final Project
5	Stump Speeches, Promises, and Candidate Images During Political Campaigns <i>Political Campaign Communication: Principles and Practice</i> , Chapters 6 and 7 5-1 Discussion: Meet the Press: The Use of Media Releases and Press Appearances 5-2 Final Project Milestone Two: Draft of Theoretical Approach and Analysis of Effective Communication Strategies
6	Political Debates <i>Political Campaign Communication: Principles and Practice</i> , Chapter 8 6-1 Discussion: Political Debates in the Twenty-First Century 6-2 Short Paper: A Picture Is Worth a Thousand Words 6-3 Continue Work on Final Project
7	Interpersonal Communication in Political Campaigning <i>Political Campaign Communication: Principles and Practice</i> , Chapter 9 7-1 Discussion: Get Out the Vote 7-2 Final Project Milestone Three: Draft of Communication Plan and Recommendations
8	Advertising in Political Campaigns <i>Political Campaign Communication: Principles and Practice</i> , Chapter 10 8-1 Discussion: Political Advertisement 8-2 Continue Work on Final Project
9	New Media and Political Campaigns <i>Political Campaign Communication: Principles and Practice</i> , Chapter 11 9-1 Discussion: Social Media and Political Campaigns 9-2 Final Project Submission: Communication Plan
10	Reflections 10-1 Discussion: Peer Review

### Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the [full attendance policy](#).

### Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### SNHU Student Handbook

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

### **Academic Honesty Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

### **Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

### **SNHU Withdrawal Policy**

Review the [full withdrawal policy](#).

### **Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).