



Graduate Course Syllabus

POL 632: Campaign Management

Center: Online

Course Prerequisites

POL 500

Course Description

The advanced campaign management course involves a study of the strategic processes by which campaign decisions are made including planning, development, roles and responsibilities of team members, execution, implementation, and analysis of field data. Students will both take a theoretical approach and develop action plans for hypothetical campaigns. This course prepares students to develop the strategic tools necessary for campaign leadership and management through an examination of lessons learned in effective and non-effective campaigns.

Course Outcomes

- Design effective campaigns through application of established campaign management strategies that mitigate challenges and manage opposition
- Determine appropriate methods for measuring the impact of political campaigns using field data and political research
- Assess key management strategies used by prior campaigns for success in engaging key players, stakeholders, and constituencies
- Make recommendations based on best practices and sound application of political theory to modern-day campaigns

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 Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Campaigns and Elections: Players and Processes

Stephen K. Medvic

Third Edition

2018

Routledge N.Y

ISBN: 978-1-1380-5845-3

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.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	10	20	200
Short Papers	4	50	200
Final Project			
Milestone One	1	50	50
Milestone Two	1	50	50
Milestone Three	1	100	100
Final Submission	1	400	400
			Total Course Points: 1,000

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	Democratic Theory and the Function of Campaigns and Elections <i>Campaigns and Elections: Players and Processes</i> , Chapter 1 1-1 Discussion: Theories of Democracy 1-2 Short Paper: The Functions of Elections in a Democracy 1-3 Final Project Review: Campaign Plan
2	Campaign Management Strategies <i>Campaigns and Elections: Players and Processes</i> , Chapter 9 2-1 Discussion: Negative Campaigning 2-2 Short Paper: Campaign Strategy Components
3	Legal Considerations and Voting Rights <i>Campaigns and Elections: Players and Processes</i> , Chapters 2 and 3 3-1 Discussion: Appraisal of the Need and Effectiveness of the Electoral College 3-2 Final Project Milestone One: Draft of Dukakis Campaign Analysis (Sections I, II, III, and IV)
4	Candidates and Campaign Organizations <i>Campaigns and Elections: Players and Processes</i> , Chapter 4 4-1 Discussion: Assess Candidates' Characteristics and Reasons for Running for Office 4-2 Short Paper: Analysis of Candidates and Campaigns
5	Impact of Political Parties <i>Campaigns and Elections: Players and Processes</i> , Chapter 5 5-1 Discussion: Structure and Operation of Political Parties in Campaigns and Elections 5-2 Final Project Milestone Two: Draft of Strategic Approach (Sections V, VI, and VII)
6	Leveraging Interest Groups <i>Campaigns and Elections: Players and Processes</i> , Chapter 6 6-1 Discussion: Comparison of Political Parties and Interest Groups 6-2 Short Paper: Impact of Interest Groups
7	Voter Turnout and Voting Patterns <i>Campaigns and Elections: Players and Processes</i> , Chapter 8 7-1 Discussion: Voter Turnout in the United States and Campaign Management Strategies 7-2 Final Project Milestone Three: Draft of Strategic Approach Conclusion (Section VIII)
8	Evaluating Election Results <i>Campaigns and Elections: Players and Processes</i> , Chapter 10 8-1 Discussion: How Elections Can Be Affected by Proper Campaign Management 8-2 Continue Work on Final Project: Campaign Plan

Module	Topics and Assignments
9	Working With the Media <i>Campaigns and Elections: Players and Processes</i> , Chapter 7 9-1 Discussion: Media and Political Campaigns 9-2 Final Submission: Campaign Plan
10	Course Reflection 10-1 Discussion: Reflections About the Overall Course

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

In accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008, Southern New Hampshire University does not discriminate on the basis of disability, including intellectual disability, in admission, treatment, or access to its programs or activities, nor does it discriminate in employment in its programs or activities.

The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. A disability is a condition or impairment that impacts a “major life activity” or “major bodily function.”

- **Major life activities** include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working.
- **Major bodily functions** include, but are not limited to, functions of the immune system, normal cell growth, and digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. Disabilities include physical, medical (including pregnancy), mental health, and learning needs.

At the beginning of each term, or as soon as you become aware of a disability or accessibility concern, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be

qualified. Reasonable accommodations are established through an interactive process between the student and the OAC.

Note that accommodations are not retroactive and that disability accommodations are not provided until acceptable documentation of a disability and its impact is received and an accommodation letter has been processed. If you are unsure whether your condition qualifies as a disability or accessibility concern, please contact the OAC for determination.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oad@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, please visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on 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](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you would like to withdraw permission for use of your work, please complete the [Student Work Sample Survey](#).