

# **IDEA 258C: DESIGNING ETHICAL CAMPAIGNS**

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## **ABOUT THE COURSE**

From immigration to the environment, learn how to persuade and convince people in an ethical way as a key to change in this 1-credit STIC course. Through our campus, local, state, and national government, we have seen how ethically complex campaigns can get. Through class instruction that combines campaign development and design thinking, students will be able to apply their learning to design a campaign that can make tangible differences around a passion of their choice, but stay true to their core values. We will explore the different functions and methods it takes to run an ethical campaign. Assignments and activities will allow for students to have hands on engagement with stakeholders at UMD to create and publicize their own ethical campaign in 2020.

## **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. This semester will be the second semester of Alexis and Andrew teaching IDEA258C.

## **COURSE DETAILS**

**Course:** IDEA 258C

**Credits:** 1

**Lecture Time:** Tuesday 3:30-5:00pm

**Location:** ESJ Loft

**Semester:** Spring 2020

**Course Facilitators:** Andrew String, [apstring@umd.edu](mailto:apstring@umd.edu) // Alexis Amos, [aamos1@umd.edu](mailto:aamos1@umd.edu)

**Faculty Advisor:** Mira Azarm // [mazarm@umd.edu](mailto:mazarm@umd.edu)

## **LEARNING OUTCOMES/KEY TAKEAWAYS**

By the end of this course you will be able to:

- Incorporate diverse voices in the creation of innovative solutions
- Discover ethical strategies to strengthen your work and persuasion skills
- Utilize the tools and resources necessary to design and publicize a campaign in 2020

## **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**

This class focuses heavily on task processes and prioritizes hands-on experience as a key context for learning. As such, class participation is extremely important and has relevance to campaign-building. The use of laptops and technology will therefore be a distraction and can seriously take away from your participation in class. If this is a recurring problem and appears to be affecting an individual's participation in the class, instructors will meet with students one-on-one to discuss participation and create a plan to improve.

## **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.

## **LATE MATERIAL**

Deadlines are critical to this class, all work is due on or before the due date and no extensions. If for some reason you cannot be in class the day an assignment is due, contact the instructor before class to avoid a late penalty. All major assignments should be turned in on time.

(Extensions for deadlines will only be for pre-approved emergencies - see below)

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

## **MISSED CLASS**

Email your instructors if you are going to miss class. If you miss more than 2 unexcused classes then you will not be eligible to receive credit for this class. Every class is important and is relevant in the creation of your final campaign. We of course realize there are valid reasons for excused absences but it would be in the student's best interest to regularly attend class.

## **DISCUSSION POSTS**

Each student is expected to write a total of three 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.

## **REFLECTION JOURNALS**

After every class we will be asking you to complete a brief reflection on what you learned and how it plays into the larger objectives of the class. There will be two journals due, one at the midterm presentation and one at the final.

## **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. This campaign will be showcased in our class and encourage to implement in the world.

## **ASSIGNMENTS & GRADING**

<b><u>ITEM</u></b>	<b><u>POINTS</u></b>
Preparation and Participation	40
Discussion Posts (3 in total)	60 (20 each)
Reflection Journal #1	75
Reflection Journal #2	75
Midterm	100
Final	150
<b>Total</b>	500

## **CALENDAR**

<b><u>CLASS WEEK</u></b>	<b><u>TOPIC</u></b>	<b><u>CLASS ACTIVITY</u></b>	<b><u>ITEMS DUE</u></b>
Week 1 (1/28)	Introductions and Leadership Work Ethic	Introductions, Syllabus Review, Good and Bad Values in Leadership Exercise	Due 2/3: Discussion Post 1 Due 2/3: MBTI Results Due 2/4: Outline of Identity Speech Due 2/4: Time Capsule Letter

Week 2 (2/4)	Identity Exercise	MBTI Presentation, Identity exercise and discussion	
Week 3 (2/11)	Values Based Leadership and Campaign Development	Podcast Case Study Mind Mapping Activity	Read pages 67-77 Democracy and Demagoguery
Week 4 (2/18)	Constructing an Ethical Narrative	Book Discussion Guest Speaker Mind Mapping	
Week 5 (2/25)	History of UMD Activism - Archives Visit	Tour of University Archives Mind Mapping	Due 3/2: Discussion Post 2
Week 6 (3/3)	Campaign Development and Canvassing Part 1	Building out Campaign More Canvassing to Collect	
Week 7 (3/10)	Campaign History of St. Patty's Day	Design Sprint	
Week 8 (3/17)	<b>OFF</b>	<b>OFF</b>	<b>OFF</b>
Week 9 (3/24)	Midterm Campaign Presentation	Midterm Presentations	Due TODAY: Reflection Piece Part 1
Week 10 (3/31)	Internal Dilemmas	Guest Speaker	
Week 11 (4/7)	Virtual Check-In	Virtual Check-Ins	Discussion Post 3
Week 12 (4/14)	Testing Your Campaign	Canvassing to Convince	
Week 13 (4/21)	Dealing with people who have irreconcilable difference	Walk and Talk Acting Activity	
Week 14 (4/28)	Creating Solutions to Problems that arise in your campaign	Group Consulting	
Week 15 (5/5)	Final Presentation	Final Presentation Showcase	Final Presentation
Week 16 (5/12)	Reflection and Aftermath	Discussion on Reflection and Steps Moving Forward	Due TODAY: Reflection Piece Part 2