Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

PPOL 630
CAMPAIGN TACTICS, STRATEGIES, AND MANAGEMENT

COURSE DESCRIPTION
Campaign Tactics, Strategies, & Management will provide both case studies and practical instruction in the art and science of starting, running and succeeding in political campaigns. The class will include expert guest lectures on a variety of topics and will provide a well-rounded overview and practical framework for the potential candidate, campaign manager, campaign counsel, and student of the electoral process alike.

RATIONALE
The outcome of a political campaign is not achieved strictly on the basis of the candidate’s platform and beliefs, nor does it rest solely on persuasive demeanor and rhetoric. On one hand, a successful campaign consists of a careful blending of these factors into a clear, concise message that translates well to the intended demographic audience. Additionally, a successful campaign consists of a staff who effectively apply their skills and work together, promoting the candidate and conveying the candidate’s message. This course will delve into the complexities of launching and conducting a strong campaign and will explore effective strategy development and implementation.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Examine the campaign and election process as demonstrated in the American political system.
B. Analyze campaign tactics.
C. Evaluate strategies and tactics utilized in past campaigns.
D. Explain decisions and processes in campaigns.
E. Evaluate various biblical and ethical principles as they relate to the tactics, strategies, and management of a campaign.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations
B. Course Requirements Checklist
   After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (3)
   **Threads**
   Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 750 words and demonstrate course-related knowledge. The thread must be supported by at least 1 scholarly resource as well as course textbooks and other Reading & Study materials.
   **Replies**
   In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply must be at least 300 words. Each reply must be supported with 1 scholarly resource.
D. Research Paper
   **Thesis Proposal**
   The student will submit a thesis statement and very brief outline in current Turabian format based on the selected topic for the final research paper. This assignment must be 1 page.
   **Annotated Bibliography**
   The student will submit an annotated bibliography of at least 10 scholarly sources cited in current Turabian format. Each annotation must be 150–200 words. For each entry, the student will provide a description of the value of the source for the research paper as well as a commentary on the author’s credibility.
   **Outline**
   The student will create a 3–4-page detailed outline of the final research paper in current Turabian format. The student will incorporate the 10 scholarly sources from the bibliography assignment.
   **Final**
   The student will write a 10–12-page research-based paper in current Turabian format that applies concepts studied in the course to the analysis of a presidential
election. The student may select from a list of elections provided in the course. The paper must include at least 15 scholarly references in addition to the course textbooks and the Bible.

E. Scenario Writing Assignment
The student will write a 3–5-page paper in current Turabian format that focuses on a specific scenario provided in the course. The paper must include at least 2 scholarly references in addition to the course textbooks.

F. Presentation – Campaign Communication
The student will create a 10–15-slide PowerPoint presentation in current Turabian format that focuses on the importance of communication in a campaign. The presentation must also include a total of 8–10 minutes of student-spoken audio. The presentation must include at least 5 scholarly references in addition to the course textbooks and the Bible.

G. Book Review and Application
The student will write a 7–10-page paper on the information in the Plouffe textbook. The student will create a summary, provide a critique, and evaluate the textbook contents. The student will then apply the information gained from the other course textbooks to fully assess the strengths and weaknesses of the 2008 and 2012 elections.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums</td>
<td></td>
</tr>
<tr>
<td>Threads (3 at 75 pts ea)</td>
<td>225</td>
</tr>
<tr>
<td>Replies (3 at 50 pts ea)</td>
<td>150</td>
</tr>
<tr>
<td>Research Paper</td>
<td></td>
</tr>
<tr>
<td>Thesis Proposal</td>
<td>25</td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>75</td>
</tr>
<tr>
<td>Outline</td>
<td>50</td>
</tr>
<tr>
<td>Final</td>
<td>150</td>
</tr>
<tr>
<td>Scenario Writing Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Presentation – Campaign Communication</td>
<td>125</td>
</tr>
<tr>
<td>Book Review and Application</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1010</td>
</tr>
</tbody>
</table>

B. Scale

D- = 680–699   F = 0–679
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g., death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
# PPOL 630 Course Schedule


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | Burton & Shea: chs. 1–3  
Shaw: chs. 1–2  
2 presentations | Course Requirements Checklist  
Class Introductions  
DB Forum 1 Thread | 10  
0  
75 |
| 2           | Burton & Shea: chs. 4–6  
Shaw: ch. 3  
1 presentation | DB Forum 1 Replies  
Research Paper Thesis Proposal | 50  
25 |
| 3           | Burton & Shea: chs. 7–9  
Shaw: chs. 5–7  
1 presentation | DB Forum 2 Thread  
Research Paper Annotated Bibliography | 75  
75 |
| 4           | Burton & Shea: ch. 10  
Shaw: chs. 4, 8  
1 presentation | DB Forum 2 Replies  
Scenario Writing Assignment | 50  
100 |
| 5           | Shaw: chs. 9–10  
1 presentation | DB Forum 3 Thread  
Presentation – Campaign Communication | 75  
125 |
| 6           | Shaw: chs. 11–12  
1 presentation | DB Forum 3 Replies  
Research Paper Outline | 50  
50 |
| 7           | Plouffe: entire book  
1 presentation | Book Review and Application | 100 |
| 8           | Burton & Shea: Conclusion  
Shaw: ch. 13  
2 presentations | Research Paper Final | 150 |

**Total** 1010

DB = Discussion Board

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.