Political Science 102G
How to Win (or lose) an election

Professor Nathan Fletcher
nfletcher@ucsd.edu
Social Science Building 377
Office Hours: Thursday 2:00 PM to 4:00 PM (and by appointment)
(this time is subject to change and will be confirmed each week in class)

Teaching Assistants:
Michael Davidson: mwdavidson@ucsd.edu
Office hours: Wednesday 12:00 pm to 2:00 pm (and by appointment)
SSB 347

Kaleb Kalinowski kkalinow@ucsd.edu
Office hours: Tuesday 1:00 pm to 3:00 PM (and by appointment)
SSB 347

Lecture/Discussion: Thursdays, 5-7:50pm
Pepper Canyon Hall 109

Final: Thursday, December 18th, 7-10pm

Required Reading
Campaigns & Elections: Rules, Reality, Strategy, Choice
John Sides (Author), Daron Shaw (Author), Matt Grossmann (Author), Keena Lipsitz (Author)

The Victory Lab: The Secret Science of Winning Campaigns
Sasha Issenberg (Author)

Optional Reading
The Message Matters: The Economy and Presidential Campaigns
Lynn Vavreck (Author)

› All three texts are available for purchase at the bookstore. Additionally, I will put copies of each on reserve at the library.

Course Information
› The ted site for the course will include the syllabus, assignments, class slides, etc.

Course Assignments
› 25% Campaign Plan (Thursday, November 6th)
› 25% Paper (Due Thursday, December 11th)
› 40% Final (Thursday, December 18th 7-10pm)
› 10% “Discussion” Attendance and Participation (see below)
**Class Meetings:** Each meeting will generally consist of a lecture/discussion from 5:00 to 6:20 followed by a short break from 6:20 to 6:30 and then another lecture/discussion or guest speaker from 6:30 to 7:50.

The discussion periods at the end of each lecture are optional, but each student will need to attend and sign in (sign in sheets will be passed around) at four discussion sections over the quarter. The discussion will cover the readings and lecture with specific discussion questions included in lecture slides.

10% of your total grade will be based on discussion attendance and participation. 5% of this will be derived from simply attending 4 separate discussion sessions. A sign in sheet will be distributed during each discussion section.

Additionally, 5% will be derived from actively participating in at least one class discussion. During discussion sessions, please state your name before your question or comment. Our TAs will keep track and award discussion points for participation.

**Office Hours:** Office hours for Professor Fletcher are generally from 2:00 pm to 4:00 pm on Thursday. However, they are subject to change and will be announced during class for the following week. Additionally, office hours are scheduled via doodle link that will be posted each week on the course site. Please use this link to ensure your time.

**Assignments:** There will be a campaign plan due Thursday, November 6th. A paper due on Thursday, December 11th, as well as a final on Thursday, December 18th.

The final will be closed book, and composed of a scenario response, identifications, short answers, and an essay.

For the campaign plan, due on Thursday, October 30th, you will write a campaign plan in 7 to 10 pages (We'll hand out more detailed instructions later). The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

For the second paper, due on Thursday, December 11th, you will write an analysis in 5 to 7 pages of one particular campaign speech or debate and critique the effectiveness of the particularly performance  (We'll hand out more detailed instructions later). The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

**Grade Changes and Extensions:** All requests for grade changes must be made in writing, to Professor Fletcher, within a week of receiving the graded assignment. Requests must be typed and double spaced, and review of a grade by the other grader or by the professor may result in either a higher or lower grade. There are no regrades for the final. Extensions on assignments and make-up exams will only be granted in cases of documented illness or family medical emergencies. Please contact Professor Fletcher as soon as possible if you need to request one.

(Note: We will not grant any extensions because stolen or damaged computers. This does happen, so you should be in the habit of using the free DropBox program to automatically back up all of your work on the cloud whenever you save it so that you never lose it).
Class Schedule

Part I. Introduction

1. Thursday, October 2nd,
   Lecture A: Course Introduction: The Basics of Campaigns and Course Overview
   Lecture B: Campaign Plan: Developing a Campaign Strategy and Message

Part II. Campaign Plan

2. Thursday, October 9th,
   Special Guest Speaker: Lt Gov. and former San Francisco Mayor Gavin Newsom

3. Thursday, October 16th,
   Lecture A: “Campaign Plan: Voter Targeting, Voter ID”
   Lecture B: “Campaign Plan: Polling”

4. Thursday, October 23rd.
   Lecture A: “Campaign Plan: Fundraising and Finance Plan
   Lecture B: “Role of Political Parties and Outside Groups”
   b. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, “Political Parties and Interest Groups” in Campaigns and Elections

Part III: Communicating and Executing

5. Thursday, October 30th.
   Special Guest: Speaker Emeritus of the California State Assembly John Perez

Campaign Plan DUE Thursday November 6th at 5:00 PM

6. Thursday, November 6th.
   Lecture A: “Campaign Plan: Field/Grassroots Operations”
   Lecture B: “Campaign Plan: Paid and Social Media”
   a. Sasha Issenberg. Chapter 4: “The Two Percent Solution” in The Victory Lab

7. Thursday, November 13th.
   Lecture: “The Role of the Press, Internet and Social Media”
   a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 7: “Media” in Campaigns and Elections
8. Thursday, November 20\textsuperscript{th}.
   Lecture A: “The role and format of debates in campaigns and elections”
   Lecture B: “The role and format of the campaign speech in elections”

   Case Study: In class review and analysis of three separate speeches
   a. President Bill Clinton, Speaks at 2012 DNC Convention, September 5, 2012:
      \url{http://www.youtube.com/watch?v=i5knEXDsrlA}
   b. President Ronald Reagan, “A Time for Choosing aka The Speech” October 27, 1964:
      \url{http://www.youtube.com/watch?v=qXBswFfh6AY}
   c. Senator Robert F Kennedy, speech on the assassination of Martin Luther King, April 4, 1968:
      \url{http://www.youtube.com/watch?v=j6mxL2cqxrA}


   NO CLASS Thursday November 27\textsuperscript{th}—have a great thanksgiving!

   Lecture A: “Every voter counts or does it: Voting Rights, Recounts, Recalls”

   Lecture B: “International Campaigns: How they work, differences and similarities to our system”

   \textbf{PAPER DUE, THURSDAY} December 11th at 5:00 PM

10. Thursday, December 11th
    Election 2014 Recap: Special Panel Discussion


   \textbf{FINAL: Thursday December 18th 7:00 to 10:00 PM}