SUMMARY
Do you have what it takes to win an election? Do you even know what it takes? This course will focus on the components of a political campaign with a particular focus on the practical realities that lead to winning or losing. Topics include; campaign organization; vote targeting, role of political parties, social media and the Internet, fundraising, the role of the press, how to handle a crisis, debates and much more. All of these areas will be explaining citing specific examples from federal, state, and local races. The course will examine research about what makes and effective campaign strategy and focus on how technology has affected the way campaigns contact voters. Taught by someone who has both won and lost elections, this course will give you a historical understanding of the basic principles of elections and political campaigns.

CONTACT INFORMATION
Professor Nathan Fletcher
Email: nfletcher@ucsd.edu
Office: Remote
Office Hours: Monday 4:00pm to 6:00pm
(This time is subject to change – watch course announcements)
(To reserve times please access reservation via canvas)

Teaching Assistants:

Sergio Guedes-reis
sguedesr@ucsd.edu
Office hours: Monday 11AM-12PM

Laura Uribe
uribe@ucsd.edu
Office Hours: Thursday 9AM-10AM

Theodore Dounias
tdounias@ucsd.edu
Office Hours: Tuesday 1PM-3PM

Wednesday 2PM-3PM by appointment
Via Zoom
Email for zoom link

CLASS INFORMATION
Lecture: Mondays 6pm - 8:50 pm
Location: RCLAS (Remote Class)
Zoom link: [Link]

This is the first time this course has been conducted remotely. Please be patient as we work through the adjustment. All lectures will be recorded and made available to all enrolled students.

READING
Required:
Campaigns & Elections: Rules, Reality, Strategy, Choice
John Sides, Daron Shaw, Matt Grossman, Keena Lipsitz

The Politics of Congressional Elections*
Gary Jacobson

*This text is not required. It will be put on reserve in the library and provides some extra content if you are interested.

Additionally, Professor Fletcher may post relevant articles or supplements on the course site. Please monitor it weekly for course announcements or additional readings.

Suggested:
*The Last Campaign: Robert Kennedy and 82 days that inspired America*
Thurston Clarke

**COURSE ASSIGNMENTS**

› 6% Assignment #1 Documentary Analysis Due Sunday, October 11th at 5:00 PM
› 55% Assignment #2 Campaign Plan Due, Thursday, Dec 3rd at 5:00 PM*
› 6% Assignment #3 Campaign Speech Review Due, Sunday, Nov 23rd at 5:00PM
› 33% Final Final Exam Monday, Dec 9th (7:00 to 10:00 PM)

*Assignment #2 will be posted on canvas before Assignment #3, but is due after assignment #3.

(Assignments #1 and #2 and #3 and Final Exam will all be submitted via Turn It In)

**Assignment #1 Documentary Evaluation**

In class, we will watch a documentary on political campaigns. You will write a two-page evaluation of the film we screen. (More detailed instructions for this assignment will be posted on course CANVAS).

Please note you need to use original citations. So if you get the information from an aggregator of sources like Wikipedia you MUST track down the original, credible source. 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.

**Assignment #2 Campaign Plan**

For the campaign plan, you will write a comprehensive campaign plan for a Congressional candidate.

Campaign Plan Sections:

1. Information on your candidate
2. Information on your district
3. Overall strategy
4. Vote Goals/Targeting
5. Earned Media/Press Plan
6. Finance/Fundraising Plan
7. Anticipated role of political parties and outside groups
8. Field/GOTV/Volunteer Plan
9. Paid Media Plan
10. Social Media/Internet Plan
11. Overall Budget
12. Campaign Speech
Please note you need to use original citations. So if you get the information from an aggregator of sources like Wikipedia you MUST track down the original, credible source. 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.

Assignment #3 Campaign Speech Evaluation
In class we will review the elements of a campaign speech. We will then review a few campaign speeches together. Assignment #3 will have students find a campaign speech and conduct a review given the factors outlined in course.

Students will be required to use Turnitin to submit all written assignments. Turnitin is an Internet-based plagiarism prevention service, which will be used to ensure academic integrity. The portal can be accessed directly through the course website. Hard copies of assignments will not be accepted. Professor Fletcher and the Teaching Assistants will provide additional information on the proper way to upload these assignments in subsequent class meetings.

Final Exam
The final exam will be a timed 3-hour exercise. The final will be open source, but students must complete their own work and complete assignment in allotted time. The final will be comprehensive of materials from throughout course.

Extra Credit
During the course, opportunities to intern or volunteer with a government office or political campaign* will be made available to students. Any student who does eight hours of documented work for an elected official, government office, political candidate or organization that advocates for public policy/political change will have one point added to the final course score. (If your midterm, writing project, class participation, and final give you 89, your final score for the course will be 90).

While opportunities will be provided in class, students are not bound to only those presented through the course. Students should feel free to contact officials or organizations and request volunteer opportunities. However, the hours worked must be documented by date and time, along with a signed letter by a representative from that organization. Additionally, a written explanation of the work done and what was learned must be submitted. This summary and signed hours form MUST be submitted before the final exam begins to be eligible for extra credit.

Again, for the extra point to be counted, students must submit a written memo that includes:

--Name of official or organization
--Total hours worked (minimum of 8, but no maximum)
--Nature of work performed
--Signature and title by verifying person at office of official or organization
--Students take on volunteer/internship. This can be attached separately or below the signature of person verifying if student would rather them not see overall comments. But this section should include what was learned, observed, overall feelings and anything that relates back to the class.

NO SUBMISSIONS WILL BE ACCEPTED ONCE THE FINAL EXAM BEGINS.
*Professor Fletcher is currently an elected official in San Diego. Current students are NOT permitted to volunteer or work on his campaign or official office in any capacity.

CLASS MEETINGS
Each class meeting will consist of a lecture and then often a discussion section where a question related to the lecture will be addressed in a group discussion. Sometimes there might be two lectures and two discussion sections back to back.

Occasionally, we will have guest speakers. You may be tested on the content covered in their lectures and question and answers. While their content may or may not be on the test, you should learn from their presentation and work in specific examples cited by guests in your short answer, essays and class assignments to demonstrate an understanding of the practical realities of topics presented. Also use guest speakers as your chance to ask relevant questions about Campaigns and Elections. Any guest speaker has the option of podcasting their discussion. Please note that most opt not to participate in podcast component.

OFFICE HOURS
Office hours can vary week by week. An online schedule will be posted on the course canvas site each week. Please reserve a 15-minute block on this schedule block during the weekly office hours. If you schedule a time and cannot attend, then please go back into the schedule and free up the time so another student can use it. The TAs will also conduct weekly office hours and make those times and location available. It is suggested you email TAs if you plan to attend their office hours so they can best be prepared to answer your questions.

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 more than a week from assignment being provided to the student will NOT be considered. Requests must be typed and double-spaced and provide an explanation for the request and justification. Please note that a Professor review of a grade assigned by a TA may result in either a higher or lower grade (or grade could stay the same).

There are no re-grades 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. Appropriate contact for Professor is an email—not a tweet, Facebook message, or note slipped under his office door.

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.

LATE ASSIGNMENTS
Assignments submitted after the assigned deadline will be assessed the following penalties:

--5% reduction per day. The penalty will be assessed at 5pm each day. So if the assignment is due on Thursday at 5pm, the student will lose 5% points if submitted anytime until Friday at 5pm. After Friday at 5pm it will go to 10% points until Saturday at 5pm when it will go to 15% points, etc.

--The penalty will max out at a 20% reduction.
--The reduction is a percentage of the final grade for the assignment. So if you scored an 84% on the paper but were assessed a 10% reduction your final grade for the assignment would be a 74%.

--No papers will be accepted once the final exam begins!

*I have never seen a paper improve at a rate greater than the one at which you lose points.

**ACCOMODATIONS:**

Students requesting accommodations for this course due to a disability must provide a current Authorization for Accommodation (AFA) letter issued by the Office for Students with Disabilities (https://osd.ucsd.edu/). Students are required to discuss accommodation arrangements with instructors and OSD liaisons in the department well in advance of any exams or assignments. The OSD Liaison for the Department of Political Science is Joanna Peralta; please connect with her via in-person advising (SSB 301) or the Virtual Advising Center as soon as possible. My class will always fully support any needed accommodations.

**Class Schedule**

1. **Monday, October 5th**
   Course Introduction and Overview
   Campaign Documentary Viewing and Discussion

   **Assignment #1: Campaign Documentary Analysis due Sunday, October 11th at 5:00 PM**

2. **Monday, October 12th**
   Lecture: Course Introduction: The Basics of Congressional Campaigns and Course Overview
   Campaign Plan Assignment Presentation
   Campaign Plan Section 1: Picking your candidate
   Campaign Plan Section 2: Understanding your district
   Reading:
   b. Gary Jacobson, Chapter 3: Congressional Candidates in *The Politics of Congressional Elections*
   c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 9: “Congressional Campaigns” in *Campaigns and Elections*
   d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 1: “Introduction” in *Campaigns and Elections*

   **Assignment #2 prompt provided**

3. **Monday, October 19th**
   Lecture: The Presidential Nominating Process plus other types of elections
   Campaign Plan Section 3: Developing a Campaign Strategy and Message
   Campaign Plan Section 4: Voter Targeting, Voter ID
   Discussion: Electoral college? Time to go?
   Reading:
a. Gary Jacobson, Chapter 5: Congressional Voters in *The Politics of Congressional Elections*


c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 5: “Modern Campaign Strategies” in *Campaigns and Elections*

d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 8: “Presidential Campaigns” in *Campaigns and Elections*


f. [http://www.debate.org/opinions/should-the-electoral-college-be-abolished](http://www.debate.org/opinions/should-the-electoral-college-be-abolished)

g. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 12: “Voter Choice” in *Campaigns and Elections*

4. **Monday, October 26th**

   Lecture: Vote Goals, Targeting, Campaign Plan
   Campaign Plan Section 4: Voter Targeting, Voter ID
   Campaign Plan Section 4: Vote Goals

5. **Monday, November 2nd**

   Lecture: The Role and Evolution of the Press, Internet and Social Media
   Campaign Plan Section 5: Earned Media/Press Plan
   Discussion: What is the future role of the press?
   Reading:
   a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 7: “Media” in *Campaigns and Elections*

6. **Monday, November 9th**

   Lecture: The History of Campaign Finance in America including the role of Political Parties and outside groups
   Campaign Plan Section 6: Fundraising and Finance Plan
   Campaign Plan Section 7: Political Parties and outside groups
   Discussion: Public financing of campaign? Solution or stupid?
   Reading:
   a. Gary Jacobson, Chapter 4: Congressional Campaigns in *The Politics of Congressional Elections*
   b. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 4: “Financing Campaigns” in *Campaigns and Elections*
   c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 6: “Political Parties and Interest Groups” in *Campaigns and Elections*
   d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 13: “Democracy in Action or a Broken System?” in *Campaigns and Elections*

7. **Monday, November 16th**

   Lecture: Political Ads plus How the Internet Changed Everything and GOTV /Field
   Campaign Plan Section 8: Field/Grassroots Operations
   Campaign Plan Section 9: Paid Media Plan
   Campaign Plan Section 10: Social Media/Internet Plan
Reading:
   c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 11: “Voter Participation” in *Campaigns and Elections*

8. **Monday, November 23rd**
   Lecture: The Debate, Convention, and Campaign Speech
   Campaign Plan Section 12: Campaign Speech
   In class exercise: review campaign speeches

   Assignment #3: Campaign Speech Evaluation posted
   Assignment #3: Campaign Speech Evaluation due on Sunday, November 29th by 5:00pm.

9. **Monday, November 30th**
   In class campaign speeches (sign up link to be provided)

   Assignment #2: Campaign Plan due, Thursday, December 3rd at 5:00 PM

10. **Monday, December 7th**
   Special Panel Discussion: Election 2018 Preview

   Lecture: Voting Rights, Recounts and recalls
   Discussion: Reforms – debate and discussion
   Reading:
   John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 11: “Voter Participation” in *Campaigns and Elections*

11. **FINAL EXAM: Monday, December 14th  7:00pm to 10:00pm**