Political Science 102G

How to Win (or lose) an election

Professor Nathan Fletcher
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362 Social Science Building
Office Hours: posted in class weekly

Teaching Assistants:
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Lecture/Discussion: Thursdays, 5-7:50pm
Patrick J Ledden Auditorium

Final: Thursday, June 13th, 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 course webpage, located at http://pscourses.ucsd.edu/ps102g/ contains information such as a copy of the syllabus, lecture slides, course announcements, and study guides.

Course Assignments
› 25% Campaign Plan (Thursday, May 2nd)
› 25% Paper (Due Thursday, May 30th)
› 40% Final (Thursday, June 13th, 7-10pm)
› 10% “Discussion” Attendance and Participation (see below)
**Class Meetings:** Each meeting will consist of a lecture from 5:00 to 6:30 followed by a short break from 6:30 to 6:45 and then a one-hour discussion period and/or special guest from 6:50 to 7:50.

Each student will need to attend and sign in at five sections over the quarter, and be prepared to discuss the readings assigned for the lecture that day. The lecture outlines on the course website will include potential discussion questions.

10% of your total grade will be based on discussion attendance and participation. 5% of this will be derived from simply attending 5 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.

**Assignments:** There will be a campaign plan due Thursday, May 2nd. A paper due on Thursday, May 30th, as well as a final on Thursday, June 13th.

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, May 2nd, you will write a campaign plan in 5-7 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, May 30th, 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 and Campaign Plan


2. Thursday, April 11th, “Campaign Plan: Voter Targeting and Fundraising”

3. Thursday, April 18th, “Campaign Plan: Field/Grassroots Operations and Paid and Social Media”
   Guest Speaker: Lorena Gonzalez (confirmed), San Diego/Imperial County Labor Council
   a. Sasha Issenberg. Chapter 4: “The Two Percent Solution” in *The Victory Lab*

4. Thursday, April 25th, “Campaign Finance and the 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 II: Communicating and Executing

Campaign Plan DUE Thursday May 2nd at 5:05 PM

5. Thursday, May 2nd. “The Campaign Speech”
   Case Study: In class review and analysis of three separate speeches
   a. President Bill Clinton, Speaks at 2012 DNC Convention, September 5, 2012: [http://www.youtube.com/watch?v=i5knEXDsrL4](http://www.youtube.com/watch?v=i5knEXDsrL4)
   c. Senator Robert F Kennedy, speech on the assassination of Martin Luther King, April 4, 1968: [http://www.youtube.com/watch?v=j6mxL2cqxrA](http://www.youtube.com/watch?v=j6mxL2cqxrA)

6. Thursday, May 9th. “The Role of the Press, Internet and Social Media”
   Guest Speaker: Matt David (confirmed) Former Communications Director for Governor
Arnold Schwarzenegger, Campaign Manager for Jon Huntsman for President, and Director of confirmation hearings for Supreme Court Justices Alito and Roberts.

a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 7: “Media” in Campaigns and Elections

7. Thursday, May 16th. “Polling: The Science, the Art, the Process and its implications”.
   Guest Speaker: Dave Metz (confirmed) Partner at Fairbank, Maslin, Maullin, Metz & Associates (FM3)
      http://www.nytimes.com/2013/02/20/opinion/getting-texas-to-go-democratic.html?_r=0

Part III. Changing World and Current Topics in Campaigns.

8. Thursday, May 23rd. “International Campaigns: How they work, differences and similarities to our system”

   Guest Speaker: Donna Frye/Gray Davis

PAPER DUE, THURSDAY MAY 30th at 5:00 PM

10. Thursday, June 6th “Democracy? Are reforms needed and if so, what?”
    Guest Speaker: Garry South (tentative) or Steve Schmidt (tentative)
       http://www.newyorker.com/archive/2004/05/31/040531fa_fact1

FINALS: Thursday June 13th 7:00 to 10:00 PM