

CAMPAIGN MANAGEMENT (CPMG1-CE)

CPMG1-CE 12 Election and Campaign Law (2 Credits)

The legalities that govern campaigns and elections differ by location and often are described as complex and arcane. Knowledge of them, however, is critical to running a successful campaign. This course introduces you to the laws that govern campaigns and elections, their historical development, and the practical impact they have on both running for office and governing. Specifically, examine the history, case law, and current legal and policy debates regarding everything from voting rights and the administration of elections to districting, apportionment, and the rules that govern campaign financing and independent expenditures. Leave the class with an understanding of the complexities of these subjects, as well as the information needed to mount a successful campaign that conforms to current laws and structures.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9001 Managing Political Campaigns (2 Credits)

Political campaigns and other political organizations often must be assembled quickly, operate flexibly, and achieve high levels of efficiency and effectiveness—in many cases using volunteer labor. Develop a framework for managing political organizations, including strategic planning, targeting, fundraising, field organization, polling and other forms of opinion research. Learn effective strategies for message development, technology use, budgeting, financial management, and grassroots organizing. At the conclusion of the course, be able to develop a campaign plan.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9002 Political Communications Strategy (2 Credits)

Candidate—and other political—communications can be conveyed to voters through paid advertising using traditional broadcast and cable channels, free or paid social media, other web-based channels, and news media coverage. Examine these forms of communication and their influence on citizens and on politics. Explore strategies for employing and combining these communication channels and maximizing their impact. At the conclusion of the course, be able to develop and execute a multichannel political communications strategy.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9003 Political Campaign Fundraising (3 Credits)

Fundraising is a critical function of every political organization and political campaign. Examine the theory and practice of fundraising, and learn strategies to implement them. Topics include direct mail fundraising, fundraising from political action committees, donor research, and personal fundraising strategies. At the conclusion of the course, be able to develop a fundraising plan for a political campaign.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9004 Social Media in Politics (2 Credits)

Social networking sites, including Facebook, YouTube, Google+, Twitter, Flickr, Tumblr, Foursquare, and LinkedIn, offer political organizations and campaigns a unique opportunity. In addition to facilitating advertising to particular demographic groups, these new media outlets also allow candidates and organizations to engage in genuine dialogue with supporters and potential supporters—and to transform supporters into organizers and ambassadors on social networks. In this course, explore the various uses of social media in political campaigns and in other political organizing efforts, and examine strategies for engaging online communities. Analyze recent efforts by political candidates to create their own social networking sites, and determine how those sites succeeded or failed in accomplishing their goals. At the conclusion of this course, have the knowledge to develop a social media strategy for a candidate's campaign.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9005 Persuasion (1.5 Credits)

The goal of every political campaign, whether in support of a candidate for elective office or a policy proposal, is to persuade a majority decision-makers (usually voters) to support the campaign's position and to act on that support. Understand the theory and practice of communications that create, change, or reinforce attitudes and behaviors. Become familiar with empirical evidence on persuasion, social influence, and compliance. Learn about strategies and techniques of persuasion. At the conclusion of the course, be able to develop a strategy for a persuasive campaign.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9006 Polling and Opinion Research (2 Credits)

Polling and opinion research are used by political campaigns to understand the public's opinion on issues and voter intention. Campaign managers commonly use polling to help them understand what voters are thinking and make strategic decisions. This course introduces the basics of conducting a survey. Using a hands-on approach, learn how to design and implement a poll, how to run and analyze the data, and how to read and interpret the results, as well as what types of conclusions can be drawn. In addition, gain an understanding of what ethical issues are involved in conducting surveys, why public opinion is such an important part of democratic politics, how this type of information can be used to develop a successful campaign strategy, and what other types of research methods campaign managers and strategists tend to utilize.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9007 Crisis Management (2 Credits)

Many campaigns are defined by the ways in which the candidate and the campaign team manage crises. Challenging times often become key moments in a campaign, and while it is difficult to prepare for them, there are strategies and techniques that can—and should—be applied. This class uses a case-study approach to help you to understand firsthand the various considerations (including legal and ethical) that a campaign crisis expert needs to deal with, as well as ways to make quick decisions under pressure in the interest of the candidate.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9008 Effective Lobbying: How to Make Your Case (0 Credits)

While often derided in the popular press, lobbyists serve an important function in our democracy. This one-day seminar examines the various strategies employed by individuals and groups to effectively promote or advance their interests.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9009 Colloquium: Current Issues in Political Campaigns (2 Credits)

This course brings together working campaign professionals and students in a unique forum designed to address current and critical issues in elections at the local, state, national, and international levels. Take part in an online forum and attend the colloquium either in person or online. Each session focuses on a theme and allows you to listen to, interact with, and learn from professional campaign consultants, managers, candidates, and others working in the field. The topics are chosen at the start of each term and are related to current issues of import.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9010 Running and Winning: How to Run for Local or Statewide Office (0 Credits)

Are you thinking about running for local or statewide political office? If so, this one-day seminar covers everything you need to know before running for office. Acquire the tools needed to run a well-organized campaign. Learn the key steps for assembling your campaign and engaging local voters, as well as strategies for overcoming potential challenges.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

CPMG1-CE 9011 Field Organization and Grassroots Mobilization (2 Credits)

Campaign success depends on strong grassroots support. Building grassroots engagement and mobilizing a strong field organization are critical components of a political campaign. Learn strategies to target, organize, and motivate the support you need to launch a meaningful and successful campaign.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes