

****A FULL COURSE OUTLINE IS AVAILABLE ON THE COURSE WEBSITE****

University of Western Ontario: Department of Political Science

POLITICAL SCIENCE 4417F/9767A

Political Strategy and Communication

Fall 2015

Tuesdays 2:30-4:30 SSC 4105

Course Director: Dr. Adam Harmes (aharmes@uwo.ca)

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Course Description

This course provides an advanced introduction to some of the practical skills involved in political campaigns including lobbying/advocacy campaigns by businesses and NGOs and election campaigns. It focuses on developing specific skills related to strategy, tactics and communications using case studies and practically-oriented assignments.

Course Learning Outcomes

By the end of the course, students will be able to: identify and apply key concepts related to political marketing; acquire and apply knowledge of political marketing research methods; and acquire and apply knowledge in various practically-oriented media and communications skills.

Course Structure

The course consist of 13 sessions of approximately 2 hours each. Seminars will be comprised of class discussions focused around the readings assigned for each week as well as student presentations.

Course Evaluation

Undergraduate Students

Participation and Readings Summaries	30%
Seminar Presentation or Communications Assignment	20%
Campaign Analysis Essay or Campaign Plan	50%

Graduate Students

Participation and Readings Summaries	25%
Seminar Presentation or Communications Assignment	15%
Book Review	20%
Campaign Analysis Essay or Campaign Plan	40%

COURSE SCHEDULE

Sept. 15	Introduction
Sept. 22	Political Triage and the Campaign Planning Process
Sept. 29	Formative Research, Goal Identification and Strategy
Oct. 6	Narrative, Message Development and Testing
Oct. 13	Framing and Discourse
Oct. 20	Business and Interest Group Tactics
Oct. 27	Issues Management and Crisis Communications
Nov. 3	Campaign Case Study
Nov. 10	Lobbying Decision-Makers
Nov. 17	Understanding Media Structure and Operation
Nov. 24	Earned Media, Paid Media and Communications Strategy
Dec. 1	Grassroots Mobilization
Dec. 8	Social Media