

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

University of Western Ontario: Department of Political Science

POLITICAL SCIENCE 4209F/9767A

Political Strategy and Communication

Fall 2017

Thursdays 3:30-5:30 SSC 4105

Course Director: Dr. Adam Harmes, aharmes@uwo.ca

Office: 4155 Social Science Centre (Political Science Dept., 4th Floor)

Office Hours: Mondays 1:30-2:30 p.m., Thursdays 2:00-3:00

Cell: 416-346-4770

****Bring your laptop and the full outline from the OWL site to the first two classes****

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 classroom exercises.

Course Evaluation

Undergraduate Students

Campaign Essay/Plan Proposal	10%	Due 5 October
Mid-Term	20%	In-class 9 November
Campaign Analysis Essay or Campaign Plan	40%	Due 30 November
Attendance	10%	
Participation	20%	

Graduate Students

Campaign Essay/Plan Proposal	10%	Due 5 October
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Analytical Book Review	20%	Due 19 October
Mid-Term	20%	In-class 9 November
Campaign Analysis Essay or Campaign Plan	30%	Due 30 November
Attendance	10%	
Participation	20%	

COURSE SCHEDULE

Sept. 7	Introduction
Sept. 14	Campaign Research
Sept. 21	Campaign Strategy and Key Components
Sept. 28	Planning a Local Advocacy Campaign
Oct. 5	Marketing to Progressives vs Conservatives
Oct. 12	Reading Week
Oct. 19	Narrative and Strategic Framing
Oct. 26	Message Development and Language Framing
Nov. 2	The Air War and Earned Media
Nov. 9	Mid-Term and Video
Nov. 16	The Ground War and Social Media
Nov. 23	Issues and Crisis Management
Nov. 30	Crisis Management Simulation
Dec. 7	Campaign Case Studies