

****A DETAILED COURSE OUTLINE IS AVAILABLE ON THE COURSE OWL SITE****

University of Western Ontario: Department of Political Science

POLITICAL SCIENCE 4209G/9767B

Political Strategy and Communication

Winter 2020

Thursdays 3:30-5:30 SSC 4112

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

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

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

****Bring your laptop and the full course 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 consists of 12 sessions of approximately 2 hours each. Seminars will be comprised of student presentations, group exercises and class discussions focused around the readings assigned for each week.

Course Evaluation

Undergraduate Students

Reading Analyses and Participation	20%
Essay Proposal Form	
Take Home Assignment #1	20%
Case Analysis Essay	40%
Take Home Assignment #2	20%

Graduate Students

Reading Analyses and Participation	20%
Essay Proposal Form	
Analytical Book Review	20%
Take Home Assignment #1	15%
Case Analysis Essay	30%
Take Home Assignment #2	15%

COURSE SCHEDULE

Jan. 9	Introduction
Jan. 16	Election Campaign Strategy
Jan. 23	Lobbying Campaign Strategy
Jan. 30	Grassroots Mobilization
Feb. 6	Message Development
Feb. 13	Specialized Political Campaigns
Feb. 20	Winter Reading Week - No Class
Feb. 27	Direct Lobbying
Mar. 5	Earned Media
Mar. 12	Social Media
Mar. 19	Long-Term Strategy
Mar. 26	Issues/Crisis Management and Interview Techniques
Apr. 2	Media Interview Workshop