

**\*\*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

Tuesdays 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., Tuesdays 11:00-12:00 p.m.

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**\*\*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%

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**COURSE SCHEDULE**

Jan. 7	Introduction
Jan. 14	Election Campaign Strategy
Jan. 21	Lobbying Campaign Strategy
Jan. 28	Grassroots Mobilization
Feb. 4	Message Development
Feb. 11	Specialized Political Campaigns
Feb. 18	Winter Reading Week - No Class
Feb. 25	Direct Lobbying
Mar. 3	Earned Media
Mar. 10	Social Media
Mar. 17	Long-Term Strategy
Mar. 24	Issues/Crisis Management and Interview Techniques
Mar. 31	Media Interview Workshop