

University of Western Ontario: Department of Political Science

**POLITICAL SCIENCE 4209G/9767B**

## **Political Strategy and Communication**

Winter 2023

Mondays 11:30-1:30, 7200 SSC

Course Director: Dr. Adam Harmes,

Office: 7219 Social Science Centre (Political Science Dept., 7th Floor)

Office Hours: Mondays 2-3 or by appointment

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**\*\*A DETAILED COURSE OUTLINE IS POSTED ON THE OWL SITE\*\***

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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 consists of 13 sessions of approximately 2 hours each. Classes will be a mix of interactive lectures, class discussions focused on the readings assigned for each week, as well as classroom exercises. All lecture PPT materials will be posted a few days before the relevant classes so students can review them and use them to assist with note taking.

### **Required Readings**

All course readings are posted on the course OWL website in the 'Resources' folder and then the 'Readings' folder under their specific week. All readings in the folders are required readings.

Graduate students will also complete a book review assignment on one of the following 4 books which should be purchased through Amazon or Chapters as soon as possible:

Alex Marland. 2016. *Brand Command: Canadian Politics and Democracy in the Age of Message Control*. UBC Press.

Susan Delacourt. 2016. *Shopping for Votes: How politicians choose us and we choose them*. D & M Publishers, 2016.

Matt Price. 2017. Engagement Organizing: The Old Art and New Science of Winning Campaigns. UBC Press.

Darren Tromblay. 2018. Political Influence Operations: How Foreign Actors Seek to Shape U.S. Policy Making. Rowman & Littlefield.

### **Course Assignments**

#### Undergrad Students

Weekly Homework	20%	
One Topic Introduction	10%	
Seminar Participation	20%	
Midterm	25%	27 February in class
Final Online Exam	25%	Exam Period

#### Grad Students

Weekly Homework	20%	
Two Topic Introductions	10%	
Seminar Participation	15%	
Midterm	20%	27 February in class
Final Online Exam	20%	Exam Period
Book Review	15%	Friday 24 March 11:55 pm

### **Assignment Due Dates**

All assignments are due on OWL by 11:55 p.m. on the due date. After that, they will receive the late penalty designated for each assignment. All assignments must be submitted as PDF or Word files.

Sunday nights	Weekly homework as per the course topic schedule below
	The written portion of your Reading Introductions as per the assigned schedule posted on OWL
24 Mar (Friday)	Grad Student Book Review due on OWL
9 Apl (Sunday)	All weekly homework assignments submitted as a single document

### **Weekly Homework**

For every class (except the first class), students must complete the weekly homework assignment based on the readings. Most weeks they will be 1 page, typed, single-spaced in length in sentence format with your name typed at the top. Each week's homework is listed in the weekly course schedule below. The main purpose of the homework is to demonstrate that you have read and engaged with or applied key points from the weekly readings.

Weekly homework is due on OWL by 11:55 p.m. on the day before the class. After that, each late submission will drop the overall grade by 2/100. All homework must be submitted as PDF or Word files. The weekly homework must be saved and then submitted as a single document to turnitin.com through the course OWL site by 11:55 p.m. on the day before the last class.

Students will receive comments on their first weekly homework only to ensure they understand what is expected. Homework will be graded as a whole at the end of the term based on:

- the amount of detail included from the readings etc.
- strong use of relevant quotes and page citations (no bibliography is required)
- showing good understanding and/or application of the concepts
- don't overthink the homework: just answer the homework and show that you've done and engaged with the readings

### **Topic Introductions**

Each undergraduate student will write and present one 1 page, typed, single-spaced summary/analysis of one of the assigned topic based on the readings. Each graduate student will write and present two 1 page, typed, single-spaced summary/analysis of one of the assigned topic based on the readings.

Specific topics/dates will be assigned at random and a list will be posted on the OWL site one week before the first introductions at the end of January. Students can only swap introductions if they must miss the assigned class due to an accommodation.

In the seminar class, the student will introduce the reading in a 5 minute informal presentation based on their written analysis. These introductions will be verbal only (no PowerPoints or standing in front of the class). You will only be marked on content and NOT presentation style.

### **Seminar Participation**

Participation grades will be based on active participation in class discussions and exercises. For every class, your participation will be assessed as zero, low, medium, or high based on the quantity and quality of your contributions. These assessments will then be used to determine an overall participation mark relative to the rest of the students. Therefore, if your participation is average compared to the other students over the whole of the course, you will receive an overall participation grade of B+. If your participation is above or below the average compared to the other students, you will receive an overall participation of above or below B+. For example, perfect attendance with low participation will result in a low B grade. Attendance will be taken and participation marks will be deducted for any classed missed without a documented accommodation.

### **Mid-Term Exam**

The midterm exam will occur in-person during the scheduled class time. Students with a formal accommodation to write the exam separately and/or with longer time must register with Accessible Education as soon as possible. If you miss their registration deadline, you will have to write the exam with the rest of the class.

It will be a 1 hour exam with 50 multiple choice questions based on all the readings and PowerPoints before the midterm. A brief study guide with points of what to study and example questions will be posted one week before the midterm. If you keep up with the readings and PowerPoints, attend class, and make a decent effort at studying you will be well prepared.

### Accessibility Accommodations

- Students with a formal accommodation to write the exam separately and/or with longer time

etc. must be registered with Accessible Education.

- You will write the exam with them and not with the rest of the class. They will tell you where you write. If you have not heard from them, make sure you contact them.
- We are not able to provide extra time or other accommodations in the main exam.
- Having the ‘flexibility with assignment deadlines’ accommodation does not apply to the date you write the exam.

### Make-Up Exam

- All requests for medical or compassionate extensions must go through academic counseling only. The course instructor will not grant any extensions.
- Exams cannot be written early under any circumstances.
- If you miss the main exam without an accommodation, you will receive a grade of zero.
- The format for the make-up exam is exactly the same as for the main exam and it will cover the exact same material as the main exam and no more.
- Any make-up exam will be scheduled as soon as possible based on student and professor schedules.
- If you miss the make-up exam without a further accommodation, you will receive a grade of zero.
- If you miss the make-up exam with an accommodation, it will be replaced with a significant written assignment based on all the lectures and readings covered on the midterm.
- Under no circumstances will you be allowed to miss the midterm and have your other grades reweighted.

### **Final Online Exam**

This will be an open book, online exam held on a time and date to be determined by the Registrar’s Office during the scheduled exam period. The course instructor has no control whatsoever over the time and date of the exam. It will be a 50 minute exam with 50 multiple choice questions.

As with an in-person exam, the online exam must be written at the set time. Students with accommodations for extra time will have a longer time to write the exam. All requests to write a make-up exam must go through academic counseling only. Also, given the constraints of the course, it is not possible to write the exam early.

The exam questions will be multiple choice (and linear) and will cover all the readings and PowerPoints after the midterm. A brief study guide with points of what to study and example questions will be posted one week before the exam. If you keep up with the readings and PowerPoints, attend class, and make a decent effort at studying you will be well prepared.

As with the midterm, all requests for medical or compassionate extensions must go through academic counseling. Make-up examines will be scheduled for as soon as possible. Under no circumstances will you be allowed to miss the midterm and have your other grades reweighted

### **Book Review (Grad Students Only)**

Each graduate student will complete a 6-8 typed double-spaced page analytical book review of one of the assigned books. The review should focus on summarizing key points from the book including using specific (and properly cited) quotations from the book. Here, you need to cover a good breadth of the book to show you have read it. The review should also discuss the relationship between the book and points discussed in class as well as make specific (and properly cited) references to the course readings where applicable. The review should also comment on how points

in the book could be applied to other types of campaigns and the broader ethical and political implications of some of the techniques or points mentioned.

Late reviews will be penalized at a rate of 3% per day including weekends/holidays to a maximum of 10%. Extensions will only be given for documented illnesses, emergencies, etc. and will not be given for workload.

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### **WEEKLY COURSE SCHEDULE**

<b>Jan. 9</b>	<b>Course Introduction and the New Science of Politics</b>
<b>Jan. 16</b>	<b>The Components of Political Campaigns</b>
<b>Jan. 23</b>	<b>Election Campaign Strategy: Key Concepts</b>
<b>Jan. 30</b>	<b>Leadership Race Strategy: Positioning and Rules</b>
<b>Feb. 6</b>	<b>Election Campaign Strategy: The 2021 and Next Federal Elections</b>
<b>Feb. 13</b>	<b>Message Development</b>
<b>Feb. 20</b>	<b>Reading Week - No Class</b>
<b>Feb. 27</b>	<b><u>MIDTERM EXAM DURING THIS CLASS TIME</u></b>
<b>Mar. 6</b>	<b>Student Election Campaigns</b>
<b>Mar. 13</b>	<b>Lobbying Campaigns: Case Study of the Oilsands and Pipelines Campaign</b>
<b>Mar. 20</b>	<b>Direct Lobbying Tactics</b>
<b>Mar. 27</b>	<b>Crisis Management and Interviews</b>
<b>Apr. 3</b>	<b>Long Term Campaigns</b>
<b>Apr. 10</b>	<b>Social Media Advocacy, Influence Operations, and International Lobbying</b>