

**Political Strategy and Communication – 4209G**  
**Course Outline – Winter 2017**

**Course Instructor and Location:**

Instructor: Rob Leone

Office Hours: Office Hours: Thursday – 17h30 to 18h30 (please e-mail for an appointment)

Office: SSC 4140

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Class: Thursday 15h30 to 17h20

Classroom SSC 4112

**Course Overview & Learning Objectives:**

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.

By the end of this course, students should be able to obtain a more proficient understanding of modern campaigns and develop campaign strategies that are consistent with best practices in political marketing and political communication.

The learning objectives of this course are as follows:

1. Demonstrate knowledge of diverse theories and methodological approaches in political science
2. Apply knowledge of key political institutions, actors and ideologies to analysis of political issues in research papers and presentations
3. Demonstrate an understanding of Canadian political systems in a comparative context
4. Apply their understanding of qualitative and quantitative methods in political science to critically evaluate current research
5. Recognize the ethical dimensions of problem identification and methodology
6. Demonstrate an awareness of how power, culture and history condition/influence knowledge formation in Political Science
7. Recognize the limits of their own political knowledge, in light of exposure to information, concepts, theories and experience
8. Recognize the ambiguity and uncertainty of Political Science; and understand the ubiquitous and controversial nature of politics
9. Be able to situate knowledge historically and contextually
10. Be able to assess evidence critically
11. Communicate in a variety of formats, including written and verbal (position papers, reports and research papers)

12. Communicate in an analytic and clear fashion
13. Communicate to a variety of relevant audiences
14. Recognize the importance of listening
15. Demonstrate well developed, independent information literacy and research skills (such as those articulated by the Political Science Research Competency Guidelines adopted by the Association of College and Research Libraries)
16. Use organizational skills that contribute to scholarly and personal independence
17. Work effectively with others, demonstrating the skills of giving feedback to peers , responding to feedback, and resolving conflict and use of active listening
18. Be able to identify goals for their own professional development and further learning

### Course Format

- A. The course will be discussion based. Students are asked to come to class having read the assigned material.
- B. Practical assignments will be given frequently in this course to be completed in class. Attendance is mandatory.

### Assessment of Learning

Participation:	10%
Readings Summaries:	30%
Practical Assignments:	20%
Campaign Analysis:	40%

### Expectations:

Students are expected to attend class, read the required readings, and complete all of their assignments to the best of their ability, on time, and honestly. The principles of Western's policy on academic integrity will be strictly enforced. Students should be aware of what constitutes a breach of academic honesty, and they should also be aware of other aspects of appropriate student conduct. It is expected that students attend every seminar, preferably on time.

Students who cannot complete any of the course requirements due to medical illness or bereavement are expected to follow university policies, and notify the appropriate people as early as possible. Students should be aware of the rules for acceptable practices in this regard.

### Participation:

Attendance will be recorded each week and the participation grade will be based on an assessment of each student's contribution to class discussion and attendance at seminars. Please note that ***regular participation in class discussions is essential.*** The participation grade will be assigned in April. If, for some reason, you are unable to frequently participate, feel free to raise these concerns with your professor so that we can address them at the earliest possible moment.

## Reading Summaries:

Instead of a final exam, knowledge of the readings will be assessed through weekly reading summaries. For every class, each student must prepare a short summary of ***two readings*** reading which are to be posted on DropBox prior to the beginning of each class. The summaries should be point form, and single-spaced and they should be approximately half a page in length. Students should complete a summary for the Newman reading (if applicable), and another assigned reading. If there isn't a reading from the Newman text assigned in a particular week, then choose two assigned readings. These summaries are meant to be notes you can use during class discussion. They will be graded based on their detail and on how well you identify the main points from the readings. Students will receive some early feedback on their summaries, but they will otherwise be assigned a grade in April.

## Campaign Analysis:

Over the past couple years, we have witnessed an astonishingly interesting set of political campaigns. Albertans elected an NDP government, which ended a four-decade long reign for the PCs in that province. Canada experienced the rise of Prime Minister Trudeau. The UK has been dealing with Brexit. Americans ended up electing President Trump, seemingly against all odds.

You may be wondering: What's happening? Has the nature of campaigning really changed? Are people's attitudes about 'the establishment' changing? Do we need to re-write the texts on how to effectively campaign? You may find that you're asking these questions more and more!

In this assignment, compare and contrast the election campaigns of Prime Minister Trudeau and President Trump. If you would like to choose a different set of elections, feel free to discuss this with your professor. You should take care to make your assessments based upon the readings and themes we discuss in the course and apply them to two elections. In addition to discussing similarities and differences between the campaigns, you will be assessed on how well you apply course themes to these metrics.

The assignment is **due on April 5<sup>th</sup> but students are able to submit the paper without a late penalty until April 12<sup>th</sup>**. After April 12<sup>th</sup>, assignments will be assessed a penalty of 3% per day (including weekends) of the assignment grade. No paper will be accepted after April 19<sup>th</sup>. The analysis should be written in an essay format or in the form of a report. More assignment information will be available on OWL. It is the student's responsibility to check for extra course information.

## Required Texts:

1. Newman, Bruce I. 2016. *The Marketing Revolution in Politics: What Recent U.S. Presidential Campaigns Can Teach Us About Effective Marketing*. Toronto: University of Toronto Press.
2. Gidengil, Elisabeth et. al. 2012. *Dominance and Decline: Making Sense of Recent Canadian Elections*. Toronto: University of Toronto Press.
3. Marland, Alex et. al. (eds.). 2012. *Political Marketing in Canada*. Vancouver: UBC Press.
4. Marland, Alex et. al. (eds.). 2014. *Political Communication in Canada: Meet the Press and Tweet the Rest*. Vancouver: UBC Press.

## Schedule of Lectures:

<b>Week</b>	<b>Date</b>	<b>Title of Lecture</b>	<b>Assigned Reading</b>
<b>Week 1</b>	January 5	Introduction to the Course	None assigned
<b>Week 2</b>	January 12	Bounded Rationality	See OWL for Citations
<b>Week 3</b>	January 19	The Evolution of Marketing in Politics	Newman Ch. 1 MGS Ch. 1-2
<b>Week 4</b>	January 26	Follow the Marketing Concept	Newman Ch. 2 MGM Ch. 1-3
<b>Week 5</b>	February 2	Use Technology Strategically	Newman Ch. 3 MGS Ch. 6 MGM Ch. 12
<b>Week 6</b>	February 9	Integrate Research Methods	Newman Ch. 4 MGM Ch. 4-6
<b>Week 7</b>	February 16	Develop a Unique Brand Identity	Newman Ch. 5 MGS 4-5 GNB EF Ch. 7
<b>Week 8</b>	March 2	Create a Winning Advertising Strategy	Newman Ch. 6 MGS Ch. 3 MGM Ch. 7
<b>Week 9</b>	March 9	Build a Relationship with Your Customers	Newman Ch. 7 GNB EF Ch. 2-3 MGM Ch. 13
<b>Week 10</b>	March 16	Be Prepared to Engaged in Crisis Management	Newman Ch. 8 Craft Ch. (See OWL for citation)
<b>Week 11</b>	March 23	Media and Communication	MGS Ch. 7-9, 13 MGM Ch. 11
<b>Week 12</b>	March 30	Issue Marketing	GNB EF Ch. 5-6, 9 MGM Ch. 9
<b>Week 13</b>	April 6	Advocacy	MGM Ch. 10 MGS Ch. 11-12, 14

## **APPENDIX TO UNDERGRADUATE COURSE OUTLINES DEPARTMENT OF POLITICAL SCIENCE**

### **Prerequisite checking - the student's responsibility**

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

### **Essay course requirements**

With the exception of 1000-level courses, most courses in the Department of Political Science are essay courses. Total written assignments (excluding examinations) will be at least 3,000 words in Politics 1020E, at least 5,000 words in a full course numbered 2000 or above, and at least 2,500 words in a half course numbered 2000 or above.

### **Use of Personal Response Systems ("Clickers")**

"Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning.

Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else's clicker in class constitutes a scholastic offence,
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence."

**Security and Confidentiality of Student Work** refer to current Western Academic Calendar (<http://www.westerncalendar.uwo.ca/>)

"Submitting or Returning Student Assignments, Tests and Exams - All student assignments, tests and exams will be handled in a secure and confidential manner. Particularly in this respect, leaving student work unattended in public areas for pickup is not permitted."

### **Duplication of work**

Undergraduate students who submit similar assignments on closely related topics in two different courses must obtain the consent of both instructors prior to the submission of the assignment. If prior approval is not obtained, each instructor reserves the right not to accept the assignment.

### **Grade adjustments**

In order to ensure that comparable standards are applied in political science courses, the Department may require instructors to adjust final marks to conform to Departmental guidelines.

### **Academic Offences**

"Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: <http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf> ."

## **Submission of Course Requirements**

**ESSAYS, ASSIGNMENTS, TAKE-HOME EXAMS MUST BE SUBMITTED ACCORDING TO PROCEDURES SPECIFIED BY YOUR INSTRUCTOR (I.E., IN CLASS, DURING OFFICE HOURS, TA'S OFFICE HOURS) OR UNDER THE INSTRUCTOR'S OFFICE DOOR.**

**THE MAIN OFFICE DOES NOT DATE-STAMP OR ACCEPT ANY OF THE ABOVE.**

*Note: Information excerpted and quoted above are Senate regulations from the Handbook of Scholarship and Academic Policy. <http://www.uwo.ca/univsec/handbook/>*

**Students registered in Social Science should refer to <http://counselling.ssc.uwo.ca/> <http://counselling.ssc.uwo.ca/procedures/havingproblems.asp> for information on Medical Policy, Term Tests, Final Examinations, Late Assignments, Short Absences, Extended Absences, Documentation and other Academic Concerns. Non-Social Science students should refer to their home faculty's academic counselling office.**

## **Plagiarism**

"Plagiarism: Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence." (see Scholastic Offence Policy in the Western Academic Calendar).

**Plagiarism Checking:** "All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

**Multiple-choice tests/exams:** "Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating."

*Note: Information excerpted and quoted above are Senate regulations from the Handbook of Scholarship and Academic Policy. <http://www.uwo.ca/univsec/handbook/>*

## **PLAGARISM\***

In writing scholarly papers, you must keep firmly in mind the need to avoid plagiarism. Plagiarism is the unacknowledged borrowing of another writer's words or ideas. Different forms of writing require different types of acknowledgement. The following rules pertain to the acknowledgements necessary in academic papers.

**A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.**

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of publication, and page number.

Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

#### **B. In adopting other writers' ideas, you must acknowledge that they are theirs.**

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source, these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently. Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases in their suspension from the University.

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Adopted by the council of the Faculty of Social Science, October, 1970; approved by the Dept. of History

August 13, 1991

**Accessibility at Western:** Please contact [poliscie@uwo.ca](mailto:poliscie@uwo.ca) if you require any information in plain text format, or if any other accommodation can make the course material and/or physical space accessible to you.

#### **SUPPORT SERVICES**

Students who are in emotional/mental distress should refer to Mental Health@Western  
<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.