

**\*\*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 2018

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.

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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 13 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

Weekly Reading Analyses	30%	Due <u>start</u> of class each week
Case Analysis Essay	40%	Due Monday 19 November
Presentation	15%	
Attendance and Participation	15%	

Graduate Students

Weekly Reading Analyses	30%	Due <u>start</u> of class each week
Analytical Book Review	20%	Due Monday 15 October
Case Analysis Essay	30%	Due Monday 19 November
Presentation	10%	
Attendance and Participation	10%	

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**COURSE SCHEDULE**

Sept. 6	Introduction
Sept. 13	Campaign Planning Exercise
Sept. 20	Campaign Strategy
Sept. 27	Campaign Planning
Oct. 4	Grassroots Mobilization
Oct. 11	Reading Week
Oct. 18	Message Development
Oct. 25	Direct Lobbying
Nov. 1	Earned Media
Nov. 8	Issues/Crisis Management and Interview Techniques
Nov. 15	Social Media
Nov. 22	Message Testing, Advocacy Advertising and Analytics
Nov. 29	Long-Term Advocacy Campaigns
Dec. 6	Specialized Political Communications