**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.  
Cell: 416-346-4770

**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

<table>
<thead>
<tr>
<th>Undergraduate Students</th>
<th>%</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Reading Analyses</td>
<td>30%</td>
<td>Start of class each week</td>
</tr>
<tr>
<td>Case Analysis Essay</td>
<td>40%</td>
<td>Monday 19 November</td>
</tr>
<tr>
<td>Presentation</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>
Graduate Students

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Reading Analyses</td>
<td>30%</td>
<td>Start of class each week</td>
</tr>
<tr>
<td>Analytical Book Review</td>
<td>20%</td>
<td>Monday 15 October</td>
</tr>
<tr>
<td>Case Analysis Essay</td>
<td>30%</td>
<td>Monday 19 November</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

---

**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