Syllabus
POS 4412: Presidential Campaigning

Summer D 2012

Instructor Contact

Instructor	Nathan Ilderton
Office	328 UCF Valencia West Building 11
Office Hours	Tuesday and Thursday 1:00-3:00 pm
Phone	407-582-5611
E-mail	Please contact me via the email function within webcourses for all class related emails. If webcourses is down you can reach me via my University email: Nathan.Ilderton@ucf.edu.
Chat	I will be available to answer questions online on Tuesdays and Thursdays from 1:00 to 2:30 in the Instructor Chat Room. Keep in mind that you may not get an immediate response if students are physically in my office when you ask your question. Please be patient. Chat times can be made by appointment upon request via course email.

Course Information

Course Name	Presidential Campaigning
Course ID & Section	POS 4412 Section DW59
Credit Hours	3
Semester/Year	Summer D 2012
Location	Online

Course Description

This course introduces the process of candidate selection, convention behavior, actual campaign process, and the transition of power.

Prerequisite: ENC 1102

Course Objectives

This course focuses on the context and process of presidential elections. Students will become familiar with the historical and contemporary context in which presidential elections take place. We will examine the process of elections from the primaries through the general election, including the roles of political actors beyond the candidates themselves. Finally, we will examine specific controversies that have arisen within the modern presidential campaign and proposals to address them. These issues include the electoral college, the changing roles of political parties and the recent rise of super PACs.

Required Text

- *Presidential Elections: Strategies and Structures of American Politics.* by Nelson Polsby, Aaron Wildavsky, Steven Schier, and David Hopkins. 13th edition. Rowman & Littlefield.
- *Campaigns on the Cutting Edge.* Richard Semiatin, eds. 2nd edition. Sage CQ Press.
- Links for articles will be periodically included in modules as required reading (See Below).

JSTOR

Several articles will be accessible through JSTOR, an archive of academic journal articles. JSTOR can be accessed through the library website by logging into the library website at http://library.ucf.edu/, and clicking on the log in link at the top right. Your library id number is on your UCF ID card.

Once you have logged in click on “Articles and Databases”, the “J” tab and select JSTOR from the menu.

Once at the JSTOR website “political science” under browse by discipline and use the reference given to you in the module to find the article.

Any questions regarding logging into the library’s site should be directed to the library help desk. http://library.ucf.edu.ezproxy.lib.ucf.edu/Ask/

Course Requirements

The course is divided into three week segments (see course schedule). During these periods four modules will be available. You will be required in each period to complete four quizzes participate in one discussion and complete one internet assignment. During the third week of each section an exam will open for you to

complete. Modules will open on the Monday at the beginning of the first week and close the Sunday after the third week at 11:59 pm.

Missed Assignments/Make-Ups/Extra Credit

I will not allow missed assignments to be made up without a documented university excused absence. If you know ahead of time that you will be unable to complete a module on time please inform me prior to the closing time. If you cannot inform me ahead of time, please inform me within one business day of the closing of the module either via phone or email. Date and time of makeup modules will be determined by the instructor on a case by case basis. I reserve the right to change the format and questions of makeup modules at my discretion.

Evaluation and Grading

Each module will consist of reading and lecture materials you will be required to read or watch. Each module has a quiz associated with it. Quizzes consist of true/false and multiple choice questions. True/false and multiple choice questions will be worth one point each. Your quiz grade will be computed by dividing the total points earned during the semester by the total points available. Quizzes are listed under the assessments tab on the course menu.

Each three week segment of the class will include one discussion question in which you will be asked to interact with your classmates. Each discussion contribution will be graded on a 100 point scale based on the accuracy of the answer to the question posed and the quality of the interaction with fellow students. These are listed under the discussions tab of the course menu.

Each three week segment of the class will include an internet assignment. These will be assignments that require you to find or examine materials related to presidential campaigns on the web and respond to them. These assignments will be graded on a 100 point scale. These will be listed under the assignments tab on the course menu.

During the third week of each segment of the class, an exam will be available which you are required to complete. Exams consist of five short answer questions from the material covered in the three week segment. The second and third exams are <u>not</u> cumulative. Exam questions should be answered in or two paragraphs each. Exams will open at midnight on the Monday of the third week and close on the following Sunday at 11:59 pm (see course schedule).

Once you begin a quiz, exam, or other assignment there is no time limit for it to be completed. <u>However, be aware that you only get one attempt to complete a quiz or exam, i.e. once you start a quiz or exam you must complete it.</u>

Please note that the semester ends on Friday, July 13th. Assignments for Part III (including the exam) will be due at 11:59 pm that day. Exam 3 will open at midnight on Saturday July 7th to give you the normal allotted time for the assignment.

Assignments will be weighted in the following manner for calculating the final grade.

Assignment	Percentage of Grade
Quizzes	20%
Internet Assignments	10%
Discussions	10%
Exam 1	20%
Exam 2	20%
Exam 3	20%
Total	100%

Final grades will be awarded according to the following scale.

Letter Grade	Points
A	90-100
B	80-89
C	70-79
D	60-69
F	59 or below

Academic Honesty

Plagiarism and Cheating of any kind on an examination, quiz, or assignment will result at least in an "F" for that assignment (and may, depending on the severity of the case, lead to an "F" for the entire course) and may be subject to appropriate referral to the Office of Student Conduct for further action. See the UCF Golden Rule for further information. I will assume for this course that you will adhere to the academic creed of this University and will maintain the highest standards of academic integrity. In other words, don't cheat by giving answers to others or taking them from anyone else. I will also adhere to the highest

standards of academic integrity, so please do not ask me to change (or expect me to change) your grade illegitimately or to bend or break rules for one person that will not apply to everyone.

Disability Statement

The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students who need accommodations must be registered with Student Disability Services, Student Resource Center Room 132, phone (407) 823-2371, TTY/TDD only phone (407) 823-2116, before requesting accommodations from the professor.

Copyright

This course may contain copyright protected materials such as audio or video clips, images, text materials, etc. These items are being used with regard to the Fair Use doctrine in order to enhance the learning environment. Please do not copy, duplicate, download or distribute these items. The use of these materials is strictly reserved for this online classroom environment and your use only. All copyright materials are credited to the copyright holder.

Third-Party Software and FERPA

During this course you might have the opportunity to use public online services and/or software applications sometimes called third-party software such as a blog or wiki. While some of these could be required assignments, you need **not** make any personally identifying information on a public site. Do not post or provide any private information about yourself or your classmates. Where appropriate you may use a pseudonym or nickname. Some written assignments posted publicly may require personal reflection/comments, but the assignments will not require you to disclose any personally identity-sensitive information. If you have any concerns about this, please contact your instructor.

Schedule

Modules assignments and exams open at midnight on the open date and close at 11:59pm on the close date.

Weeks	Topic	Readings	Assignments	Open Dates	Due Dates
Part I Weeks1-3	Module 1:Introduction and Voters	Polsby et al. Ch. 1 Campaigns, Ch. 1	Module 1 Quiz	May 14th	June 3rd
	Module 2:Interest Groups	Polsby et al. Ch. 2 Campaigns Ch. 8	Module 2 Quiz	May 14th	June 3rd
	Module 3: Rules, Incumbency, and Money	Polsby et al. Ch 3. pgs 51-73, 85-93 Campaigns Ch. 2	Module 3 Quiz Money in Politics Discussion	May 14th	June 3rd
	Module 4: Media	Polsby et al. Ch. 3 pgs 73-85 Campaigns Ch. 3, 4	Module 4 Quiz Campaign Ads Internet Assignment	May 14th	June 3rd
Week 3	**Exam 1**			May 28th	June 3rd
Part II Weeks 4-6	Module 5: Primaries	Polsby et al Ch. 4, pgs 93-128	Module 5 Quiz Primary Process Discussion	June 4th	June 24th
	Module 6: Conventions	Polsby et al. Ch. 4, pgs. 128-146	Module 6 Quiz	June 4th	June 24th
	Module 7: Debates and Persuading Voters	Polsby et al. Ch 5, pgs 147-164, & 184-190 Campaigns Ch. 6	Module 7 Quiz Debates Internet Assignment	June 4th	June 24th

	Module 8: Campaign Professionals, GOTV, and the General Election	Polsby et al, Ch 5, pgs 164-184 and 190-208 Campaigns Ch. 5	Module 8 Quiz	June 4th	June 24th
Week 6	**Exam 2**			June 18th	June 24th
Part III Weeks 7-9	Module 9: Reforms to the Nominating Process	Polsby et al, Ch 6, pgs 209-231	Module 9 Quiz	June 25th	July 13th
	Module 10: The Electoral College	Polsby et al., Ch. 6, pgs 231-240	Module 10 Quiz Electoral College Discussion	June 25th	July 13th
	Module 11: Parties and Elections	Polsby et al. Ch. 7 Campaigns Ch. 7	Module 11 Quiz	June 25th	July 13th
	Campaign Finance Reexamined: The Rise of Super PACs	Campaigns Ch. 10	Module 12 Quiz Super PACs Internet Assignment	June 25th	July 13th
Week 9	**Exam 3**			July 7th	July 13th

Note: All dates and times are subject to change by Dr. Ilderton. Be informed and routinely check the Schedule and Class Discussion topics for any changes or updates.

Protocols

Classroom Expectations

The following ground rules will help your work in this course to go much more smoothly. Please carefully review these expectations and follow them.

1. Academic integrity will be appraised according to the student academic behavior standards outlined in The Golden Rule of the University of Central Florida's Student Handbook. See http://www.goldenrule.sdes.ucf.edu/ for further details.
2. Don't turn in late assignments. Late submissions will not be accepted.
3. Keep up with the reading. You have quite a few chapters, modules, discussion postings, and e-mail messages to read for the class. Please keep up with the reading. Students who keep up with the reading tend to do much better in this kind of class than those who do not.
4. Don't miss a quiz. Missed quizzes may not be retaken.

E-mail

E-mail will be an integral part of this course. Make sure you:

1. Check your e-mail at least twice per week (more often is better).
2. Be patient. Don't expect an immediate response when you send a message. Generally, two days is considered reasonable amount of time to receive a reply.
3. Include "Subject" headings: use something that is descriptive and refer to a particular assignment or topic.
4. Be courteous and considerate. Being honest and expressing yourself freely is very important but being considerate of others online is just as important as in the classroom.
5. Make every effort to be clear. Online communication lacks the nonverbal cues that fill in much of the meaning in face-to-face communication.
6. Do not use all caps. This makes the message very hard to read and is considered "shouting." Check spelling, grammar, and punctuation (you may want to compose in a word processor, then cut and paste the message into the discussion or e-mail).
7. Break up large blocks of text into paragraphs and use a space between paragraphs.
8. Sign your e-mail messages.
9. Never assume that your e-mail can be read by no one except yourself; others may be able to read or access your mail. Never send or keep anything that you would not mind seeing on the evening news.

Note: Review the Netiquette and Viruses section below

Discussion Topics

Many of the "rules of the road" or protocols that apply to e-mail also apply to the use of discussions. Use the following conventions when composing a discussion posting:

1. During a Discussion assignment, deadlines for posting to and replying will be specified with each assignment. It is a good practice to always check the Discussions multiple times during the week.
2. If you want to send a personal message to the instructor or to another student, use e-mail rather than the discussions (see above E-mail Protocols).
3. Use the appropriate Discussion Topic; don't post everything on the "Main" Discussion Topic.
4. Be patient. Don't expect an immediate response when you send a message.
5. A helpful hint for use with both discussions and e-mail --- Compose your message in your word-processing application in order to check spelling, punctuation, and grammar --- then copy and paste your composition into e-mail or the discussion. This also saves online time.
6. Everyone should feel free to participate in class and online discussions. Regular and meaningful discussion postings constitute a substantial portion of your grade.
7. Respect each other's ideas, feelings and experience.
8. Be courteous and considerate. It is important to be honest and to express yourself freely, but being considerate of others is just as important and expected online, as it is in the classroom.
9. Explore disagreements and support assertions with data and evidence.
10. "Subject" headings: use something that is descriptive and refer to a particular assignment or discussion topic when applicable. Some assignments will specify the subject heading.
11. Use the "reply" button rather than the "compose" button if you are replying to someone else's posting.
12. Do not use postings such as "I agree," "I don't know either," "Who cares," or "ditto." They do not add to the discussion, take up space on the Discussions, and will not be counted for assignment credit.
13. Avoid posting large blocks of text. If you must, break them into paragraphs and use a space between paragraphs.
14. Use the Technical Discussion topic for assistance with technical issues. Use the Help Discussion topic for questions about course material or assignments. There will be specific discussion topics for particular discussions - pay close attention to the assignment, and post appropriately.

Note: Review the Netiquette, Viruses and Technical Resources sections below.

Netiquette

"Netiquette" has evolved to aid us in infusing our electronic communications with some of these missing behavioral pieces. "Emoticons" and other tools have become popular and I encourage their use when it will add to the clarity of your communication.

- :-) happy, pleased
- :-(sad, displeased

- :-O surprised
- >:-| angry

Abbreviate when possible. Examples:

- LOL laugh out loud, "I find this funny"
- ROFL rolling on floor laughing, really funny
- BTW by the way
- *grin* smiling
- IMHO in my humble opinion
- FYI for your info
- Flame antagonistic criticism

Netiquette continues to evolve and I am sure that we will have constant additions to this growing language. The important thing to remember is that all of the "cute" symbols in the world cannot replace your careful choice of words and "tone" in your communication.

You can learn more about Netiquette and electronic communication by visiting Learning Online.

Viruses

A virus can spell disaster. Your use of a reputable anti-virus program is a requirement for participation in this course (good ones include McAfee or Norton).

Also, back up your files: "My hard drive crashed." "My modem doesn't work." "My printer is out of ink." These are today's equivalents of "My dog ate my homework." And these events really do occur and they are really inconvenient when they do. However, these are not valid excuses for failing to get your work in on time.

Technical Resources

For specific problems in any of the areas below or for further information go to the corresponding link for assistance.

- UCF Home Page will help find UCF resources
- UCF Computer Service Desk – You can also call the Service Desk at 407-823-5117.
- Learning Online This site provides information on study skills for distance learners, the library and the writing center.
- Buying a new computer or upgrading your current equipment – http://www.cstore.ucf.edu/
- Hardware/Software Requirements
- Technical Discussion Topic: If you have technical questions and/or problems, please post a message to the Technical Discussion Topic. I encourage members of

the class who are technically proficient to also monitor this discussion topic and assist your classmates.

- If your equipment problems prevent you from using e-mail from home, there are many computer labs on campus and virtually every public library offers Internet access.