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POS4412 - Presidential Campaigning
Roger Handberg

Syllabus
Fall 2012

Instructor Contact

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Overview:

Presidential elections officially occur on the first Tuesday in November every four years which means some elections have occurred in the midst of wars, economic depressions and in times of domestic strife. What has changed with regards to presidential elections and the campaigns they foster is that the campaign process appears to be unending or in effect consists of continuous campaigns. The latter situation has the defect of hampering the ability to govern once candidate achieves office - one is often paralyzed by the fear that a crippling mistake may occur that will damage one's ability to run successfully for re-election. Combined with a 24/7 news cycle, the permanent campaign is a reality that presidential candidates either incumbants or challengers must endure. In fact, most presidential challenger campaigns end before the first day of the

year the election takes place. For example, several candidates came and went before the first Republican caucus was held in Iown in January 2012 or the first primary in New Hampshire.

This course focuses on the campaign process over time. This is why your course project is a three part endeavor – you will identify a potential candidate, discuss the person's strengths and weakneess and then set off on a nomination campaign followed by the general election campaign itself. The presidential selection process has undergone dramatic changes over the years since the 1960's as reformers in both parties initially enlarged the scope of public involvement (required party primaries or caucuses) and attempted to minimize the power of professional politicians as a factor in presidential selection. Later changes have redressed some of the earlier excesses but regardless the process is much more open and fluid than ever before in American history. Incumbency is still the potent force it was before these reforms but the game is played differently. The presidential election process has become an almost permanent feature of American politics as different individuals continually run for or think about running for president even vice president in more long range scenarios. Several Republican vice presidential aspirants are already looking to 2020 and beyond in their quest for the presidency.

The process has become so complicated and bizarre that the perception has arisen that running for president is so distinct from actually being president that successful presidential candidates may not prove to be successful or competent presidents. Or, the new president goes through a tough learning curve. In any case, we will examine past elections, evaluate the current ongoing situation, and develop projections concerning future elections. The presidential election rat race only pauses to welcome the new president to office before everything is off and running for the next election. While the winner is setting up a new administration or revitalizing an already existing administration for a second term, others are assessing what the electoral terrain will look like in four years. For example,

Mitch McConnell, the Republican minority leader in the Senate, announced almost immediately after the 2008 election in 2009 stated that his main goal was to insure that President Obama was only a one term president: "The single most important thing we want to achieve is for President Obama to be a one-term president" http://www.benningtonbanner.com/opinion/ci_21124257/where-their-heads-are-at.

Views such as McConnell's illustrate the fact that presidential elections are running constantly despite what you see on calendar – so 2012 is early enough to begin considering the 2016 election. For example, candidates for 2016 are already assessing whether they should be supportive of their party nominee. So, to be realistic, this course must consider the ongoing 2012 election while looking forward to the 2016 event which is politically speaking just around the corner.

The **course project all students must successfully complete** in the course is an attempt to simulate what a political manager or consultant goes through in assessing who to support in a future presidential election. Years ago in the run up to the 1960 presidential election, John F. Kennedy and his staff plotted out how he could run successfully for president in 1960. Kennedy had failed at the 1956 Democratic convention to obtain the Vice Presidential nomination by the party – the Democratic presidential candidate Adlai Stevenson had thrown the nomination open to the delegates as to who should be his running mate against President Dwight Eisenhower and his Vice President Richard Nixon. Estes Kefauver was chosen and went on to defeat with Stevenson in November 1956 as Eisenhower won his second term. Kennedy was considered too young and too catholic to be elected president. In preparation for the 1960 race, JFK and his staff worked out a plan through which he could first win the nomination and then the election. This document was a workup that showed how Kennedy could overcome his Roman Catholic heritage – the understanding at that time was that a Catholic could not win the presidency. The campaign that they laid out explained how and why Kennedy could beat the odds. The Kennedy cammpaign

however had to win several primaries (in an era in which few primaries existed) especially in West Virginia in order to demonstrate that a Catholic on the ticket was not doomed to defeat due to his religion. Ironically, in 2012, Mitt Romney and his campaign staff had to consider how to get by two uncertainties in his image – being a Morman and being a moderate Republican former governor in a political party that is much more conservative than Romney. Obviously, he has overcome both in order to get the nomination of the Republican party – the election will be deciding factor in expanding the pool of realistic potential presidential candidates.

In this course, you will choose a presidential candidate for the 2016 presidential election and in a series of three papers develop analysis as to why this person is a strong prospective presidential candidate for the political party you choose to run in (part 1. Candidate paper), followed by a campaign document describing and analyzing how your candidate can get the party nomination (part 2. Nomination strategy), and finally once the nomination is conferred at the convention, how your candidate will win the general election (part 3. Campaign strategy). Alhtough the project comes in three pieces, they are all to tie together in a single document with three parts. More details for each part will be provided as we move through the course.

All exams, papers and assignments are completed through use of the web. The class web site is accessed through myUCF on the University homepage, or through the webcourses@UCF page. Students must be able to access the web, search the web for materials and complete assignments and exams through the course website.

Course Textbooks:

Stephen J. Wayne - *The Road to the White House, 2012* 9th Ed.

Richard J. Semiatin (ed.) – *Campaigns on the Cutting Edge*

Additional materials will be identified for the class through the web; students are responsible for insuring they obtain a copy of those materials. In addition,

students are expected to keep current with the activities of various candidates and the general structure of the national political environment across the semester.

Course Relevant Web Information

The course outline provided in the Assignments page provides a general structure for the course while within the modules you will find the chapter reading assignments as appropriate along with links to other materials relevant to the course. **Students are to consult the Class Announcements on the Discussions portion of the website for any information regarding specific readings and expectations for particular examinations or read the coursemail messages sent before the exams or other events.** Modules for this course are found on the course website, see below, and contain information and assignments to be completed outside of the classroom setting. All assignments including exams are completed through the web and submitted through the website of this class which can be found through **My UCF or the direct link: https://webcourses.ucf.edu/webct/entryPageIns.dowebct, look for pos4412**. If the course does not appear, then you are not officially registered in the Presidential Campaigning course.

Assignments:

The assignments referenced to above refer to assignments posted on the course website. These assignments involve reading materials and then answering in the form of short essays various questions regarding the presidential selection process. Assignments are posted to the drop box provided the course. Please note the deadlines listed on the schedule and on the drop box page. Grades for these assignments like all other grades will be posted to the course grade book to which only students enrolled in the course have access. Comments are normally posted along with grades – students should access those for information on why the grade was received. **Late reports are graded down a**

letter grade a day for the first assignment if late. Subsequently, the drop box function will not be reopened to allow completing late assignments barring unusual and verifiable circumstances. "I forgot" is not considered an acceptable circumstance.

Course grading:

Grades in this course will employ only standard letter grades A, B, C, etc. with no "minuses" or "pluses."

Academic Purposes and Conduct:

Please consult The Golden Rule online at http://www.goldenrule.sdes.ucf.edu for guidelines. Students should only present material that they can demonstrate they have studied and learned from course documents and approved activities. Cheating, dishonesty, or plagiarism is grounds for grade reduction or failure in this course.

Plagiarism is presenting someone else's words or work as if they were your own. Do not cut-and-paste others' material into your discussions or essays. All of the writing assignments in this class require you to produce your own informed thinking about the assigned topics. When you integrate your research and secondary literature into your arguments, you must provide sufficient attributions and citations to protect the intellectual property of others. To learn more about plagiarism, see http://www.plagiarism.org. This course requires original work on writing assignments. If you wish to write about a topic that you have previously done in another course, you must contact me before hand to work out an acceptable project.

UCF faculty members have a responsibility for your education and the value of a UCF degree, and so seek to prevent unethical behavior and when necessary respond to infringements of academic integrity. Penalties can include a failing grade in an assignment or in the course, suspension or expulsion from the

university, and/or a "Z Designation" on a student's official transcript indicating academic dishonesty. For more information about the Z Designation, see http://z.ucf.edu/.

For more information about UCF's Rules of Conduct, see http://www.osc.sdes.ucf.edu/. Be advised that instructors at UCF are required to report alleged cheating or plagiarism with the Office of Student Conduct.

Examinations:

No makeup examinations are given except for the last examination. All students must take the last examination. Examinations may include a combination of short answer, short essays and essays. The exact mix will vary from examination to examination. Specific materials to be covered on a particular examination and format will be announced by the instructor through course mail prior to the examination date and posted on the website under "Class Announcements" in the Discussion portion. Students are responsible for all materials presented in class, in the modules or assigned in the textbooks.

Course Grade Structure

Two assignments – 150 points each – total = 300 points. Assignments are completed on the web and are spread over the entire semester.

- First exam – 150 points, completed on the web.
- Second exam – 150 points, completed on the web.
- Course project – total = 300 points, submitted through the web (see below).
  - Part 1: 60 points candidate – September 22, 2012
  - Part 2: 120 points nomination strategy – October 22, 2012
  - Part 3: 120 points – general election strategy –November 15, 2012

Election Prediction – electoral college and percentage of popular vote – 100 points (50 for correct electoral college total, 50 for correct percentage within 1 percent).

Total points = 1000

An extra credit assignment, value equal to 50 points, is offered as part of Module 0 in the course modules. No further extra credit will be offered during the course.

Student Participation

Students are encouraged to discuss events during the election cycle that will be going on during the course. A discussion page is provided in the Discussions tab called **Student to Student** for discussion of ongoing events. The instructor will also post various links from time to time identifying important events and information sources. The instructor will also use coursemail and the **Course Announcements** site in Discussions to announce grade completion and information regarding upcoming assignments and exams.

Course Project

As described above **each student must select a candidate for the 2016 presidential election and develop a campaign strategy for that candidate**. The **first part** (60 points) is where you identify your **candidate** and provide some background information on the individual and why that person should be considered a possible presidential candidate (minimum 1000 words and maximum of 1500 words, typed double-spaced, 10-12 point font, normal margins, numbered pages). The **second part** (120 points) lays out the campaign strategy for your candidate in the drive to secure the **nomination** of the party. Your report must include some thoughts as to candidate strategy at the convention and potential vice presidential nominee and why that individual was chosen to be on the ticket (2,500 word minimum with maximum of 3,500 words typed double-spaced, 10-12 point font, normal margins, numbered pages). The **final part** (120 points) assumes that your candidate has received the party's nomination. Now you, as campaign manager must develop an **election strategy** in order to secure victory in November. Your analysis must identify those segments of the electorate

which must be mobilized for your candidate and what must be done to neutralize opposition, you as campaign manager must make some estimate of probable opponents (minimum of 2,500 words with maximum of 3,500 words typed double-spaced, 10-12 point font, normal margins, numbered pages).

All parts of the course project are to be submitted electronically through the course website drop box by the due date which is listed on the course assignment schedule for each submission. Late submissions will be graded down a letter grade a day. The project in its final form with all three parts must be between 6,000 and 8,500 words, no cover pages, put your name on the first page, double spaced, normal margins and either 10 or 12 point type. A minimum of 15 references total are required, only 8 may be solely web sources. Journals accessed through the UCF Library website will count as scholarly publications. Reliable newspapers can be cited but since the election is in 2016, only 3 such cites are accepable. Interviews with knowledgeable individuals can be used as a source but you must clearly identify the individual and their importance and expertise. **Text materials may be used but do not count as a reference cite.**

Election Prediction

Just prior to the election day, students must submit their prediction for who should win the election. The prediction will have two components: **50 points** for the **correct electoral college total** received by the winner and **50 points** for the **correct percentage of the votes for both major candidates**. A total of 100 points. Obviously, absolutely no late submissions are accepted for this component of the course.

Late papers or web assignments are graded down a letter grade a day. Students must turn in all parts of the course project in order to pass the course (the materials submitted must be satisfactory and meet the intent of the assignment).

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Assignments – Fall 2012

Complete Readings - Wayne Ch. 1 &3, Semiatin-Ch. 1

Module #	Module Name	Date Open	Date Closed	Assignment
Module 0	Getting Started	20 August	September 7 at 2300 hours	Complete assignments in Module 0, only extra credit given
Module 1	Ground Rules & New Time Line	20 August	September 16 at 2300 hours	through quiz function
Candidate Selection paper	Select and describe your candidate	August 20	September 22 at 2300 hours	Submit candidate through drop box
Module 2	Money, Money	September 17	September 30 at 2300 hours	Submit Assignment 1; Discussion – Should any restrictions be placed on fund raising during the nomination process?Read Wayne - Ch. 2, Semiatin - Ch. 2
Module 3	Seeking the Nomination; Changes in Rules & Timelines	October 1	October 12 at 2300 hours	Read Wayne Ch. 4,5, prepare for 1st exam
First Examination	Test – Essay/short answer	October 13	October 19 at 2300 hours	Complete examination on line
Nomination phase paper	Describe your candidate's nomination strategy	October 19	October 22 at 2300 hours	Submit through drop box

Module 4	Waiting for the convention; campaigning	October 24	November 4 at 2300 hours	Wayne - Ch. 6
Module 6	Media Wars	November 5	November 17 at 2300 hours	Wayne Ch. 7,8, Semiatin Ch. 3,4, 9; Submit Assignment 2
Module 7	Organizing for Victory; Aftermath	November 18	December 1 at 2300 hours	Wayne Ch. 9,10; Semiatin Ch. 12-14
Election Prediction	Popular vote/electoral college vote for Romney, Obama, and residual for minor candidates	October 31	November 3 at 2300 hours	Post to Assessment Function under Election Prediction
General Election phase paper	Describe your candidate's general election strategy	November 9	November 15 at 2300 hours	Submit through Assignments
Second Examination	Test	December 2	December 6 at 2300 hours	Complete examination through assessments

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