

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **PPOL 630**

#### **CAMPAIGN TACTICS, STRATEGIES, AND MANAGEMENT**

#### **COURSE DESCRIPTION**

Campaign Tactics, Strategies, and Management will provide both case studies and practical instruction in the art and science of starting, running and succeeding in political campaigns. The class will include expert guest lectures on a variety of topics and will provide a well-rounded overview and practical framework for the potential candidate, campaign manager, campaign counsel, and student of the electoral process alike.

#### **RATIONALE**

The outcome of a political campaign is not achieved strictly on the basis of the candidate's platform and beliefs, nor does it rest solely on persuasive demeanor and rhetoric. On one hand, a successful campaign consists of a careful blending of these factors into a clear, concise message that translates well to the intended demographic audience. Additionally, a successful campaign consists of a staff who effectively apply their skills and work together, promoting the candidate and conveying the candidate's message. This course will delve into the complexities of launching and conducting a strong campaign and will explore effective strategy development and implementation.

#### **I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

**IV. MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

- A. Examine the campaign and election process as demonstrated in the American political system.
- B. Analyze campaign tactics.
- C. Evaluate strategies and tactics utilized in past campaigns.
- D. Explain decisions and processes in campaigns.
- E. Evaluate various biblical and ethical principles as they relate to the tactics, strategies, and management of a campaign.

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (3)

Threads

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 750 words and demonstrate course-related knowledge. The thread must be supported by at least 1 scholarly resource as well as course textbooks and other Reading & Study materials.

Replies

In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 300 words. Each reply must be supported with 1 scholarly resource as well as course textbooks and other Reading & Study materials.

- D. Research Paper

Thesis Proposal

The student will submit a thesis statement and very brief outline in current Turabian format (Turabian 2013, section 6.2.1) based on the selected topic for the final research paper. This assignment must be 1 page.

Annotated Bibliography

The student will submit an annotated bibliography of at least 10 scholarly sources (not including assigned course texts) cited in current Turabian format. Each annotation must be 150–200 words. For each entry, the student will provide a summary of the source's findings, description of the value of the source for the research paper, and commentary on the author's credibility.

Outline

The student will create a 3–4-page detailed outline of the final research paper in current Turabian format (Turabian 2013, section 6.2.1). The student will incorporate the 10 scholarly sources from the Annotated Bibliography.

Final

The student will write a 13-17-page research-based paper in current Turabian format that applies concepts studied in the course to the analysis of a presidential election. The student may select from a list of elections provided in the course. The paper must include at least 15 scholarly references in addition to the course textbooks and the Bible.

E. Scenario Writing Assignment

The student will write a 3–5-page paper in current Turabian format that focuses on a specific scenario provided in the course. The paper must include at least 2 scholarly references in addition to the course textbooks.

F. Presentation – Campaign Communication

The student will create a 10–15-slide PowerPoint presentation with citations in current Turabian format that focuses on the importance of communication in a campaign. The presentation must also include a total of 8–10 minutes of student-spoken audio. The presentation must include at least 5 scholarly references in addition to the course textbooks and the Bible.

G. Book Review and Application

The student will write a 7–10-page paper on the Plouffe book. The student will create a summary, provide a critique, and evaluate the book. The student will then apply the information gained from the other course textbooks to fully assess the strengths and weaknesses of the 2008 and 2012 elections and campaigns.

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Threads (3 at 75 pts ea)	225
Replies (3 at 50 pts ea)	150
Research Paper	
Thesis Proposal	25
Annotated Bibliography	75
Outline	50
Final	150
Scenario Writing Assignment	100
Presentation – Campaign Communication	125
Book Review and Application	100
<b>Total</b>	<b>1010</b>

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859  
C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739  
D- = 680–699 F = 0–679

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at [equityandcompliance@liberty.edu](mailto:equityandcompliance@liberty.edu). Click to see a full copy of Liberty's [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

## ***COURSE SCHEDULE***

### **PPOL 630**

Textbooks: Burton et al., *Campaign Craft* (2015).  
 Plouffe, *The Audacity to Win* (2009).  
 Shaw, *The Campaign Manager* (2018).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Burton et al.: Intro., chs. 1–3 Shaw: ch. 1, App. A, chs. 3, 13 2 presentations	Course Requirements Checklist Class Introductions DB Forum 1 Thread	10 0 75
<b>2</b>	Burton et al.: chs. 4–6 Shaw: chs. 2, 8 1 presentation	DB Forum 1 Replies Research Paper Thesis Proposal	50 25
<b>3</b>	Burton et al.: chs. 7–8 Shaw: chs. 4–5 1 presentation	DB Forum 2 Thread Research Paper Annotated Bibliography	75 75
<b>4</b>	Burton et al.: ch. 9 Shaw: chs. 6–7, 9 1 presentation	DB Forum 2 Replies Scenario Writing Assignment	50 100
<b>5</b>	Burton et al.: 11 Shaw: ch. 11, App. B 1 presentation	DB Forum 3 Thread Research Paper Outline	75 50
<b>6</b>	Burton et al.: chs. 10, 12 Shaw: chs. 10, 12, 14 1 presentation	DB Forum 3 Replies Presentation – Campaign Communication	50 125
<b>7</b>	Plouffe: entire book 1 presentation	Book Review and Application	100
<b>8</b>	2 presentations	Research Paper Final	150
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.