Course Description: This course is intended to provide an overview of campaigns and elections in the United States for political science majors and non-majors with an interest in understanding elections, campaigns, and voting in the United States. We will cover the institutions governing voting, political communication, public opinion, political participation, and political behavior.

The primary course objective is for you to gain a greater understanding of campaigns and elections, American style. This necessarily includes an in-depth understanding of the when, where, why, how and to what effect candidates, media, and voters shape strategies and outcomes. Specifically, by the end of this course, you should:

- Understand the reasons why individuals choose to participate or not to participate in the American political process.
- Understand the basic setup of the United States electoral system and how it influences outcomes.
- Understand the interactions among candidates, media and voters in the context of political campaigns.
- Become knowledgeable consumers of political information generally and campaign information specifically.

The material for this course will be presented in lecture, readings, and discussion. The readings provide an in-depth look at important aspects of American politics. You are expected to complete the readings prior to class. Attendance and participation are required. You will be graded on your preparation and contributions.

My goal is to engage you in the many fascinating aspects of campaigns and elections in the United States. We cannot cover everything on this broad and important topic in lecture, discussion, and the readings, so office hours are the appropriate time to discuss additional ideas and materials that may interest you. Of course, office hours are a valuable resource if you have questions about lecture, readings, assignments, or exams.

Contact Info: Email is the most reliable way to reach me. Although I try to respond quickly, I do not check email constantly so expect delays of up to 12-24 hours during the week and occasionally no response between Friday afternoon and Monday morning. If you need to reach me, please plan ahead. When sending an email message, please include your full name and the course number.

For class related communication, I will use the email address you have listed in Blackboard to contact you, including any important announcements, so it is important to make sure that your email account listed with Blackboard is up-to-date.
Course Website: All students officially registered for the course can access the course's Blackboard website at: www.miami.edu/blackboard. Your Blackboard User Name is your UM Email Alias (you can find your UM Email Alias on MyUM at www.miami.edu/myum) and your initial password is your birth date. The Blackboard site includes a course syllabus, announcements, readings, assignments, and any other relevant course information.

Class Decorum: In addition to learning about campaigns and elections, you are preparing for ‘real life’ after graduation. As such, you are expected to comport yourself in class just as you would as a professional in the ‘real world’. You are expected to be on time, pay attention, refrain from talking in class or other interruptions, or engage in other distractions (text messaging, surfing the web on your computer, etc). Failure to behave with proper decorum in class may result in grade penalties.

Eating and gum chewing are not allowed in class. You may bring water or other non-alcoholic beverages in a spill resistant container for consumption during class.

Cell phones must be turned off and put away prior to class (along with any other electronic device that will ring, buzz, or make other noises/flash lights/etc).

Many of you will bring strong partisan attachments to the discussion of campaigns and elections. Partisan perspectives are welcome and appropriate for many discussions, but must be expressed in an appropriate and civil manner that is respectful of classmates, candidates, and other individuals engaged in the campaign. Rhetoric is an integral part of campaigning, but there is no place in this class for the vitriol or distortions sometimes seen in campaigns. In this class, you are a scholar – not an activist.

Academic Integrity: Academic dishonesty in any form is not tolerated. By submitting materials to meet course requirements you assert that the work is your own.

This policy is required to encourage consistent ethical behavior among students and to foster a climate of fair competition. Personal integrity is a quality that is expected and respected at the University of Miami. Consequently, the Undergraduate Student Honor Code is in force at all times. Students are responsible for reading, understanding, and upholding the Honor Code which is available from the Office of the Dean of Students.

All work submitted in this class must be original work and cannot be submitted to more than one class. Your grade in the class and student status may be affected by any violations. In addition to grade penalties - including failing the course - violations of academic integrity will be referred to the Honor Council for further action.

Students may not work together on graded assignments without express permission or unless explicitly indicated on the course syllabus.

Accessibility Resources: Reasonable accommodations will be provided by the instructor or through Accessibility Resources (AR) for students who have a documented disability and are registered with AR. Please contact me by e-mail or during office hours during the first two weeks of school if you will be working with AR to arrange alternative accommodations. Students may speak with the instructor or contact Accessibility Resources at (305) 284-2374 or for more information about receiving classroom accommodations.

Late Submission of Assignments: Late assignments will either not be accepted or will incur a grade penalty unless they are due to documented serious illness or a family emergency. Start assignments early and protect yourself against computer failures. Retain an electronic version of your paper for security.
**Class Cancellation:** In the event a class is canceled (due to natural disaster, instructor illness, etc.) you are still responsible for having done the work assigned on this syllabus by its due date.

**Holy Day Policy:** The University of Miami, although a secular institution, is determined to accommodate those students who wish to observe religious holy days. Classes missed due to observances of religious holy days will count as excused absences only if you email me with notice of your intended absence(s) to me no later than January 30. Since you have advance knowledge of the holy days and your written assignments, you are expected to turn in all written assignments prior to holy day for which you are excused from class. You will be responsible for the material covered in class on the days you miss. You are welcome to see me in office hours to review materials covered in class, but only after obtaining notes from a reliable classmate.

**Grading:** The class will be graded based upon participation, campaign tracking reports, two exams, and a final project/paper which will be related to all of the material covered during the semester. The first exam will cover material up to that point in the course. The second mid-term exam will cover material from the first exam to the second exam.

The final project/paper will cover the entire semester, including class discussions, political news, readings, and lecture. The final project/paper is due on the final day of class. The details of the assignment will be discussed and handed out in class. Discussing your project/paper with me during office hours is strongly encouraged.

- **Exam #1**  10 points
- **Exam #2**  20 points
- **Exam #3**  25 points
- **Campaign Profile Assignments**  18 points (2 points each)
- **Final Project**  12 points
- **Participation**  15 points

I do make mistakes, so I am willing to review the assignment of a grade you believe to be incorrect. However, a request to review a grade means that I will fully reconsider the grade assigned. Therefore, the assigned grade may go up or down based on my review (note: past grade reviews have resulted in changes up and down).

**Campaign Profile Assignment**
Campaign profile assignment requires you to profile one of the many competitive campaigns from the 2012 General Election. In the first class, we will have a “draft” for you to select the race you wish to profile. Draft order will randomly assigned by me in class using Excel. A list of competitive races will be provided on Blackboard in advance. You may choose to another race, but you will have to demonstrate that it was competitive and interesting enough for this assignment.

You will be profiling the race, not a particular candidate in the race. Your work is expected to be a non-partisan/bi-partisan case study of the campaign and both candidates. All candidates do smart things and stupid things. All candidates have good luck and bad luck. Your work should reflect this reality.

The race selected for the campaign profile assignment will also be the subject of your final project/paper. Except on days when the take-home exams are due, you will email me the assignment no later than 6:25pm on Tuesday before class (i.e. 24 hours before class). The summary shall be 1½ to 2 pages (double spaced). I will announce the focus of the assignment each week at the end of class. In general, the assignment will apply the material from the prior class.

In each class, I may select students to provide brief oral reports on the race they are profiling. Your grade will be based on the summaries and in-class reports.
Exams: This course has three exams, and all three will be take-home exams. Take-home exams are open-book and open-notes, but closed-mouth. You may not work with classmates, roommates, friends, or family members on the exam. The take-home exams are part of your learning experience, as well as an evaluation tool.

The later exams are worth more points because they cover more material. This is designed for you to learn what I expect on exams. Just so you aren't surprised, the later exams will also be longer in proportion to the number of points for the exam. Please plan your time accordingly.

You will have a week to complete each exam. You should expect to commit the same amount of time to completing the take-home exam that you would commit to studying for an in-class exam. Since you have more than adequate time to complete the exam, you should proof-read your exam. Typos, bad grammar, and lack of clarity will be penalized accordingly. You may visit the Writing Center for assistance to ensure your writing clearly communicates your knowledge.

You have time and the full resources of course materials, the library, and the web to answer the exam questions. Any assistance from or collaboration with others on the exam will result in serious penalties, including failure of the course, and referral to the Honor Council for further action.

Exam Make-up Policy: No make-up exams will be given during the terms except for extraordinary situations. If you have a valid reason (documented illness or major family circumstances) for missing an exam, arrangements may be made for a make-up exam or your cumulative final exam will be weighted more heavily. If you are going to miss an exam, you must contact me BY E-MAIL prior to the exam and as soon as you are aware that you will miss the exam to avoid receiving a zero for the exam.

Required Reading: This is a course about campaigns and elections. In addition to the assigned readings on the syllabus, you are expected to read about campaign and election news from journalistic sources and/or a bi-partisan set of blogs.

I recommend Politico.com and RealClearPolitics.com for journalistic type coverage of the election at the national level. RealClearPolitics.com is an especially useful place for poll results. There are countless blogs about politics on both sides of the aisle. Among the most high profile are HuffingtonPost.com and Talking Points Memo [tpm.com] (liberal/Democratic) and DrudgeReport.com (conservative/Republican). Virtually every state has one or more (mostly) non-partisan blog about state and local politics. You should follow the appropriate state blog(s) for your campaign tracking assignment.

You should also read about the election in a read journalistic news publication which covers national politics on a regular basis. This may be your hometown newspaper or a national/regional newspaper (for example, The Miami Herald, Washington Post, Wall Street Journal, New York Times, Los Angeles Times, Chicago Tribune, Dallas Morning News, Atlanta Journal-Constitution, Boston Globe, etc).

In addition, you should regularly check ElectionLine.org – a news aggregator for newspaper coverage of election administration around the country.

You are required to do the reading for prior to each class. Readings are posted on the POL334 Blackboard website, from two books are available at the bookstore, or are available as eBooks that can be read online via the Richter Library.

<readings on next page>
Books at the UM Bookstore:

eBooks available from Richter Library:
   b) Thomas E. Mann & Bruce E. Cain (editors), *Party Lines: Competition, Partisanship, And Congressional Redistricting*, 2005 [eBook available at Richter Library]
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<tr>
<th>Date</th>
<th>Topic</th>
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<tr>
<td>Feb 6</td>
<td>The Players: Candidates, Campaign Organizations, Parties, and Interest Groups</td>
<td>Profile Assignment 2</td>
<td>Medvic, Chapter 4, 5 &amp; 6, Joel C. Bradshaw, “Who Will Vote for You and Why: Designing Campaign Strategy and Message”, <em>C &amp; E American Style</em>, 2nd Edition (Blackboard)</td>
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<td>Sasha Issenberg, various posts at Slate.com &amp; NYTimes.com (Blackboard)</td>
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<td>Mar 27</td>
<td>Old &amp; New Media</td>
<td>Profile Assignment 6</td>
<td>Medvic, Chapter 7</td>
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<td>Alan Rosenblatt, &quot;Dimensions of Campaigns in the Age of Digital Networks”, Chapter 9, <em>C &amp; E American Style, Third Edition</em></td>
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<td>John Zaller, &quot;Monica Lewinsky's Contribution to Political Science&quot;, <em>PS: Political Science</em></td>
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<td>Apr 3 &amp;</td>
<td>Voter Turnout &amp; Mobilization</td>
<td>April 3: Profile Assignment 7</td>
<td>Medvic, Chapter 8</td>
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<td>April 17</td>
<td><strong>Money in Politics</strong></td>
<td>Assignment 9</td>
<td>Medvic, Chapter 3 (pp69-85)</td>
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<td>Norman Cummings &amp; Grace Cummings, &quot;Strategy and Tactics for Campaign Fundraising&quot;, in <em>C &amp; E American Style</em>, Second Edition (Blackboard)</td>
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<td>April 24</td>
<td><strong>Redistricting</strong></td>
<td>Exam #3 - Due in class</td>
<td>Thomas E. Mann &amp; Bruce E. Cain, <em>Party Lines: Competition, Partisanship, And Congressional Redistricting</em> [eBook @ Richter]</td>
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<td>May 1</td>
<td><strong>Final Project - Due at 8 pm via email (scheduled time of final)</strong></td>
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Advice For Being Successful in Class

Most of you will know instinctively much or all of what is below. However, experience has taught me that there are one or two people every semester who miss an important point or two. Therefore, in order to answer (or better yet avoid) as many questions as possible in advance:

- The time to begin caring about your grade is at the beginning of the semester, not the night before an exam or, even worse, the week before the final.
- It is really important to come to class. Lectures expand on the text and other readings, they do not simply repeat it. Occasionally, someone will say that in her/his other classes, the instructor repeats what is in the text, and studying at home has always allowed her to pass before. This is not that sort of class!
- All the material is important: I wouldn't ask you to read something I thought was trivial, or bother to prepare lectures I didn't think were important. Please don't ask what you should study, since the answer will be all of these things. The color schemes on the Powerpoints and the review sessions are more than adequate guidance for studying.
- If you use a laptop for your notes, be sure to back up everything. Laptops have an intensely upsetting habit of crashing, often right before exams.
- It is wise to read over your notes after class, and fill in blanks while the material is still fresh in your mind. Things that one thinks one will remember become dimmer in one's mind as time passes.
- Try to study for exams ahead of time. That way, if something doesn’t make sense, you have plenty of time to ask for an explanation. Don’t be afraid to ask questions
- Exam questions test how well you have absorbed and integrated the information presented in readings and in class, as well as your analytic skills. Do not assume that you can get by with simply giving your opinion on a question, without incorporating what you (should) have learned from the readings and lectures.
- Exam questions require you to understand the material, not merely to memorize it. You will need to make connections between different parts of lectures and reading. Answers will require thought, not simply regurgitation of flash cards.
- Some questions have more than one part; be sure you have answered all of them
- Re-read your answers before turning in the blue book. Be sure that you have answered the question actually asked in its entirety. It is also helpful to correct any errors in spelling and grammar.
- Occasionally, an emergency occurs and you will be unable to come to class. Since, by definition, no one plans on an emergency, think ahead. Find a classmate or two, preferably people with neat handwriting and orderly thought processes, to borrow notes from if the need should arise. Exchange telephone numbers and email addresses. In the event you miss class due to an emergency, I will be happy to answer questions during office hours about things that are unclear from the notes you receive - just as I am happy to answer questions about things that are unclear when you attend class. However, I will not summarize or repeat the lecture for you.