



# Applied Politics Program

*School of Public & International Affairs*

**UNIVERSITY OF GEORGIA**

**POLS 5030:** Introduction to Applied Politics

**Fall 2017**

**Location:** 101D Baldwin Hall

**Meeting Time:** 11 a.m. – 12:15 p.m. Tuesday and Thursday

**Professor:** Dr. Audrey A. Haynes

**Phone Contacts:** 706-542-2933 (office) 706-542-2057 (Political Science Department)

**Office Hours:** By appointment and Wednesdays 10-11 a.m.

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**Course Description:** This seminar will endeavor to introduce Public Affairs Professional students to the realm of “practical politics” and applied political science. The definitions may vary somewhat, but Applied Politics has generally come to mean preparation in the utilization of political knowledge (generated from the research of political science) and the lessons learned from the practice of politics. For example, we know that mobilization can have a significant impact on turnout and turnout can influence the outcome in elections. But how do you get people to turnout? What are the actual things you need to do in a GOTV campaign? What tools exist to facilitate targeting? Research tells us that words can have an impact, but how do you craft the right words into a good speech for yourself or your candidate?

This course will explore three primary avenues: political communications, political campaigns, lobbying and issue advocacy, and legislative/policy work. But we will also focus on a number of topics that straddle all the areas as well. The course is set up to expose you to view points, advice, lessons and skill development from our Visiting Practitioners as well as add substantive knowledge through lectures and readings produced by academic experts. Throughout the semester, you will have the opportunity to interact with these very successful practitioners and academics in their fields in our classrooms both in person and through the use of technology. In addition, we will be carrying out in and out of class assignments meant to facilitate learning skills and applying them for the purpose of deeper learning.

## **Course Outcomes and Objectives:**

- **Gain familiarity and knowledge** about the various careers available in campaigns, lobbying and legislative work, become exposed to and knowledgeable about the major contemporary research in these areas, learn about and gain some of the practical skills, and expectations that go along with each career.
- **Develop a number of specific skills** such as speech writing craft, interacting with the media, developing a direct mail, learning to operate Facebook Business Manager, creating social

media for political consumption, conducting and analyzing a focus group interaction, cutting an ad, basics of opposition research, fundamentals of fundraising, among others.

**Course Materials:** All course materials that you will need can be found on our eLC course page. All readings are from open sources. There is no textbook to purchase. Readings will be found as links within each content module. Assignments will be found in the course modules. The checklist will contain the assignments, quizzes, and other required materials and activities for the course. Modules will open as we proceed. More detail on your group projects will be provided on the first day of class.

**Course Topics:**

Note: Our schedule will be flexible. In order to facilitate the interactive setting with Visiting Practitioners and guest lectures from academics in several areas, there will be a tentative schedule based on the following modules. Students will have advanced notice of any schedule changes, due dates will be workable, but our class will be a bit dynamic at times. A full calendar is available on our eLC course page. Links to all readings will also be found there.

Overview: What is Applied Politics?

Module 1. Political Communication

Module 2. Political Marketing

Module 3. Advocacy

Module 4. Campaigns

Module 5. Legislative Work

Module 6. Think Tanks

Module 7. How to get where you are going

**Student Requirements for Assessment:**

Students will have a number of graded requirements. Each will be weighted. Attendance is required for this course, and will be taken each class meeting. If a student misses a quiz or exam, the professor reserves the right to determine if a makeup should be allowed. In general, a medical illness with official excuse, or some other documented emergency is grounds to make up work that was missed. Oversleeping or forgetting is not. Students should also expect to have their graded assessments returned to them with feedback within a reasonable amount of time. In most cases, I will return graded work to you within seven business days. My expectation is that you will read and reflect on the feedback provided. I will also provide a general overview of your performance with regard to attendance and participation prior to the midpoint of the semester, in addition to the grades you have received.

### **Weighted Assessment Categories:**

Online readings quizzes:	20%
In class activities/quizzes:	15%
Projects:	25%
Attendance:	10%
Participation:	10%
Final Exam (applied)	10%

### **Grade Scale:**

A	93.00 and above
A-	92.9999 to 90.00
B+	88.00 to 89.9999
B	87.9999 to 83.00
B-	82.9999 to 80.00
C+	78.00 to 79.999
C	77.999 to 70.00
D	60 to 69.999
F	59.999 and below

### **Student Conduct Requirements**

This course is designed to help you reach your goals toward a career in public affairs broadly defined. Therefore, professional and ethical behavior is expected at all times, both during class and outside of class when related to this course, be it working on a project, interacting with a visiting practitioner, or networking with suggested practitioners. Be on time. Be prepared. Be present.

No cell phone or computer activity is allowed unless it is related to our course activity at that moment.

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: [www.uga.edu/honesty](http://www.uga.edu/honesty). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor. Honor code standards will be in force during all assignments, which are assumed to be your work and your work alone. Any questionable behavior will result in a zero score for the assignment in question and/or lowered grade or failure of the entire course. If you are aware of cheating taking place, please contact the instructor so proper action can be taken. Cheating devalues the quality of everyone's education.

### **Penalties for Breaking Conduct Code:**

Chronic tardiness – Deduction of one letter grade to course grade outcome.

Late assignments – Grade of 0 for that assignment.

Cheating – See the procedure outlined in the Student Handbook under “academic honesty.” Students who are found guilty of cheating will receive an automatic grade of “F.”

Disrespectful and distracting behavior in class - Students will earn a zero in class for attendance and participation

### **Students with Disabilities**

UGA and its Office for Disability Services are committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American with Disabilities Act. At the beginning of the term, students immediately should call to their instructor’s attention any disabilities that require special consideration. <https://drc.uga.edu/>

**NOTE: The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.**



