POLS 5030: Introduction to Applied Politics
Fall 2020
Location: 301 Baldwin Hall
Meeting Time: 11:30 a.m. – 12:20 p.m. Tuesday and Thursday (F2F rotations based on your choice of designated interest pod)
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. via Zoom
Email: polaah@uga.edu  Twitter: Applied Politics@AppliedPolitics

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 a number of areas based on job categories: Capitol Hill (U.S. Senate and House), and the wide array of jobs there in personal office positions, committee positions and administrative positions – and district office positions; the State Capitol (State House and Executive positions; Government Affairs; Communication/PR/Social and Digital Media/Journalism; Campaigns/PACS; International Affairs; and a discussion of internships. 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 (this year, unfortunately they will be visiting digitally) 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 through both prerecorded content and also some live interactions. In addition we will be carrying out 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 areas listed above, become exposed to and knowledgeable about the major contemporary research in these
• **Develop career interest areas and a plan** to reach potential career goals.

• **Learn to read cutting edge political science research** that informs practical politics.

• **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: On our 5th Anniversary as a program and a course, we are faced with the challenge of a global pandemic. To ensure the safety of our students and our guest speakers, we will be engaging with them primarily through digital content that is prerecorded. However, all of our Visiting Practitioners have shared their emails and LinkedIn profiles and would love to connect.

**Student Requirements for Assessment:**

This course will have a number of assessments. There will be quizzes, skill activities and portfolio assignments and a final project. The expectation is that you will be an active participant in the course, even if, at times, the interaction is primarily virtual. We are going to make the most of this opportunity.

**Weighted Assessment Categories:**

- Online/course readings quizzes: 25%
- Video response/module challenge short essays: 25%
- Portfolio projects/skills activities – in class & virtual: 25%
- Final Project: 25%

**Grade Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93.00 and above</td>
</tr>
<tr>
<td>A-</td>
<td>92.9999 to 90.00</td>
</tr>
<tr>
<td>B+</td>
<td>88.00 to 89.9999</td>
</tr>
<tr>
<td>B</td>
<td>87.999 to 83.00</td>
</tr>
<tr>
<td>B-</td>
<td>82.999 to 80.00</td>
</tr>
<tr>
<td>C+</td>
<td>78.00 to 79.999</td>
</tr>
<tr>
<td>C</td>
<td>77.999 to 70.00</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69.999</td>
</tr>
<tr>
<td>F</td>
<td>59.999 and below</td>
</tr>
</tbody>
</table>
**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, if there is a start 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/](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.

**Coronavirus Information for Students**

**Face Coverings:**

Effective July 15, 2020, the University of Georgia—along with all University System of Georgia (USG) institutions—requires all faculty, staff, students and visitors to wear an appropriate face covering
while inside campus facilities/buildings where six feet social distancing may not always be possible (and to be very safe in non-ventilated classrooms, we will maintain face covering even when we are six feet apart). Face covering use is in addition to and is not a substitute for social distancing. Anyone not using a face covering when required will be asked to wear one or must leave the area. Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons. Students seeking an accommodation related to face coverings should contact Disability Services at https://drc.uga.edu/.

**DawgCheck:**

Please perform a quick symptom check each weekday on DawgCheck—on the UGA app or website—whether you feel sick or not. It will help health providers monitor the health situation on campus: [https://dawgcheck.uga.edu/](https://dawgcheck.uga.edu/)

**What do I do if I have symptoms?**

Students showing symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5 p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see [https://www.uhs.uga.edu/info/emergencies](https://www.uhs.uga.edu/info/emergencies).

**What do I do if I am notified that I have been exposed?**

Students who learn they have been directly exposed to COVID-19 but are not showing symptoms should self-quarantine for 14 days consistent with Department of Public Health (DPH) and Centers for Disease Control and Prevention (CDC) guidelines. Please correspond with your instructor via email, with a cc: to Student Care & Outreach at sco@uga.edu, to coordinate continuing your coursework while self-quarantined. If you develop symptoms, you should contact the University Health Center to make an appointment to be tested. You should continue to monitor your symptoms daily on DawgCheck.

**How do I get a test?**

Students who are demonstrating symptoms of COVID-19 should call the University Health Center. UHC is offering testing by appointment for students; appointments may be booked by calling 706-542-1162.

UGA will also be recruiting asymptomatic students to participate in surveillance tests. Students living in residence halls, Greek housing and off-campus apartment complexes are encouraged to participate.

**What do I do if I test positive?**

Any student with a positive COVID-19 test is **required** to report the test in DawgCheck and should self-isolate immediately. Students should not attend class in-person until the isolation period is completed. Once you report the positive test through DawgCheck, UGA Student Care and Outreach will follow up with you.

Note: by working together we can all maximize our safety. All material for this course will be available online through eLC
How class will work under a Hyflex system

Students enrolled in Applied Politics will be grouped into 4 pods (legislative/executive, campaigns, communications, government affairs) based on their primary interest area. Students may, but are not required to, attend class on a rotating basis. Class will activity based with a non-digital learning activity for that day. Students not in attendance will have the ability to do a similar activity on their own, but it is not required. And I want it to be fun and interesting and beneficial and safe. We are going to make the lemonade out of our Covid lemons.

While this is not exactly what you signed up for, it will be very valuable to you. PAC and Applied Politics students will learn about opportunities in the political realm and learn skills and information they generally do not see in a typical political science course. And we are hopeful that internships will also be back in a non-virtual manner in the spring and summer. No matter what, we are going to learn, grow, connect, and prepare for future careers.