



Applied Politics Program
School of Public & International Affairs
UNIVERSITY OF GEORGIA

POLS 5030: Introduction to Applied Politics

Fall 2021

Location: 107 Caldwell Hall

Meeting Time: 11:10 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 via Zoom or in person

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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 cover a number of areas based on job categories: political communications, advocacy and lobbying; political marketing, legislative and executive office careers, policy/data analytics, campaigns, corporate social responsibility, and more. Every semester we cover the core, but the content changes at the margins depending on who comes to visit. The course is set up to expose you to viewpoints, advice, lessons and skill development from our Visiting Practitioners (this year, we will be able to hear from practitioners both in person and 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. At this point allow me to ask you directly for the courtesy of wearing a face covering during our visiting practitioner talks and at other times unless we are having lunch in a socially distanced venue (Pinnacle Room). Keeping them comfortable and safe is a priority given they are making a commitment to you. I ask you to commit to them as well.

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 areas.

- **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 writing a press release, designing a campaign logo, developing a direct mail piece, learning to operate Facebook Business Manager and other tools via LinkedIn Learning, creating social media for political consumption, conducting and analyzing a focus group interaction, creating a pitch deck, learning how to answer constituent calls, the basics of opposition research, the 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.

Covid Related Information:

Note: On our 6th Anniversary as a program and a course, we are faced with the challenge of a global pandemic. If we need to pivot, we will be ready.

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%
Discussions/written response work:	25%
Portfolio projects/skills activities:	25%
Final Project	25%

Grade Scale:

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

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. 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.

CORONAVIRUS INFORMATION FOR STUDENTS FOR FALL 2021 CLASSES

Face coverings:

Following guidance from the University System of Georgia, face coverings are recommended for all individuals while inside campus facilities. Your professor may ask you to cover in class, but cannot require it. I hope that we can all work together to be safe.

How can I obtain the COVID-19 vaccine?

University Health Center is scheduling appointments for students through the UHC Patient Portal (https://patientportal.uhs.uga.edu/login_dualauthentication.aspx). Learn more here – <https://www.uhs.uga.edu/healthtopics/covid-vaccine>.

The Georgia Department of Health, pharmacy chains and local providers also offer the COVID- 19 vaccine at no cost to you. To find a COVID-19 vaccination location near you, please go to: <https://georgia.gov/covid-vaccine>.

In addition, the University System of Georgia has made COVID-19 vaccines available at 15 campuses statewide and you can locate one here: <https://www.usg.edu/vaccination>

What do I do if I have COVID-19 symptoms?

Students showing COVID-19 symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see, <https://www.uhs.uga.edu/info/emergencies>.

What do I do if I test positive for COVID-19?

If you test positive for COVID-19 at any time, you are required to report it through the DawgCheck Test Reporting Survey. We encourage you to stay at home if you become ill or until you have excluded COVID-19 as the cause of your symptoms. UGA adheres to current Georgia Department of Public Health (DPH) quarantine and isolation guidance and requires that it be followed. Follow the instructions provided to you when you report your positive test result in DawgCheck.

