



## Applied Politics Program

*School of Public & International Affairs*

UNIVERSITY OF GEORGIA

**POLS 5030:** Introduction to Applied Politics

**Fall 2022**

**Location:** 102 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

**Email:** [polaah@uga.edu](mailto:polaah@uga.edu) Twitter: Applied Politics@AppliedPolitics. Instagram: Applied Politics

**Facebook:** Applied Politics

### Course Description:

This seminar will introduce Public Affairs Professional Certificate 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 experts. Throughout the semester, you will have the opportunity to interact with these very successful practitioners through both prerecorded content and live interactions. In addition, we will be carrying out homework 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 areas.

- **Develop career interest areas and a plan** to reach potential career goals.
- **Learn to consume cutting edge political science research and practitioner work** 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 write a bill summary and others via written materials, lecture, videos and 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. There will be a number of required skill projects that are required for your portfolio, and several that are optional and are left up to you to choose in terms of what you need for your career plans.

**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 project skill builder will be provided on the first day of class.

**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. Engagement and attendances are significant portions of your grade

**Weighted Assessment Categories:**

Attendance:	20%
Engagement/quizzes:	20%
Skill builder/portfolio projects:	35%
Final Project:	25%

NOTE: Attendance is measured simply by being in class. Attendance sheets will be available for sign-in at each class. Engagement captures your attention, participation in class and at least one lunch with a visiting practitioner over the course of the semester, asking questions, introducing yourself to practitioners after their talks, asking questions.

**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.

No cell phone or lap top activity is allowed during practitioner talks. If you would like to take notes, please use pen and paper.

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 engagement for that day.

### **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/>

### **Names and Pronouns**

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I am eager to address you by your preferred name and/or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

# Applied Politics '22

## Visiting Practitioners

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### 1. Leadership

- Athens Mayor, Kelly Girtz
- UGA ELS Leadership Workshop
- GA House Speaker, David Ralston
- GA House Minority Leader, James Beverly



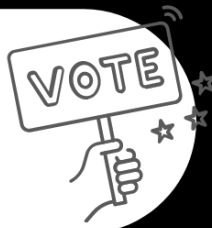
### 2. Political Communications

- Cody Hall, Comms Director, & Tate Mitchell, Press Secretary, Kemp Campaign
- Jaylen Black, Press Secretary, Abrams Campaign
- Patricia Murphy, AJC Columnist/Reporter
- Amanda Maddox, Plus Communications



### 3. Political Campaigns

- Dutton Steele, Aristotle
- Jay Walker, RightPath Strategies
- Meg Scibner, Campaign Manager, Jen4Georgia



### 4. Gov Affairs, Lobbying, Advocacy

- Jasmine King, Georgia Chamber of Commerce
- Richard Costigan, Manatt, Phelps and Phillips
- Helen Robinsion, Dir. of Advocacy, GA YMCA
- Eric Paulk, Georgia Equality

### 5. Legislative and Executive

- Congressional Staff Panel: Rob Tester, Polo Vargas, and Adam Veale
- Jordan Fuchs, GA Deputy SOS
- Valerie Mills, Atl Mayor's Office



### 6. Public Policy

- Matt Ralston, Troutman Pepper
- Hayley Williams, Interim Dir. Senate Research Office
- Austin Gibbons, Policy Advisor, Office of the Governor