

## Course Syllabus

### POLS 5030: Introduction to Applied Politics

**Fall 2025**

**Pre-requisites:** Completion of 30 hours (including POLS 1101 Introduction to American Government); Completion of a statistics course (any STAT course, MSIT 3000, BIOS 2010+L); Completion of one upper-division studies course (3000 level or above) offered by either POLS or ADPR.



### Course Meeting Times

**Class Meeting Time:** Tu Th 11:10 am to 12:20 pm

**Class Meeting Location:** Baldwin Hall, 101D

### Instructor & TA Information

**Instructor:** Dr. Audrey Haynes

**Email:** polaah@uga.edu

**Office Hours:** Wednesdays 1-2 pm

**Website:** <https://spia.uga.edu/degree/certificate-programs-at-uga-in-spia/public-affairs-professional-certificate-in-applied-politics/>

**Communication:** Please email [polaah@uga.edu](mailto:polaah@uga.edu) for any questions, concerns, etc. I will answer within 24 hours.

### Course Description & Details

This intensive, practice-focused course introduces students to the essential knowledge, skills, and career pathways in applied politics. Through a combination of structured lectures, hands-on skill-building exercises, and direct engagement with a broad array of political professionals—from party leaders and campaign strategists to public policy advisors and legislative staff—students will gain foundational experience in the real-world workings of political communication, lobbying, campaigning, public service, and leadership.

As the gateway course for the Public Affairs Professional Certificate in Applied Politics, POLS 5030 equips students with the conceptual tools and professional expectations necessary for careers in campaigns, government affairs, public policy consulting, strategic communications, and public service leadership. Students will engage in a rigorous set of assignments and experiential learning opportunities, including structured visits with top-tier guest speakers across the political spectrum.

## Course Structure

Students will rotate through topic-centered modules aligned with core areas of political practice:

- Leadership in Public Service
- Political Communication & Messaging
- Electoral Campaigns and Strategy
- Lobbying and Advocacy
- Public Policy and Governance
- Legislative and Executive Careers
- Political Media

Each module is anchored by:

- In-class briefings and instructor overviews
- Guest practitioner lectures, Q&A sessions, and small group lunches
- Applied workbook assignments (e.g., press release writing, campaign comms calendars, message box construction, policy one-pagers, advocacy planning and a host of other activities related to specific modules)

### COURSE-LEVEL LEARNING OUTCOMES

By the end of the course, students will be able to:

#### KNOWLEDGE AND UNDERSTANDING

1. **Describe** the key institutions, roles, and actors in applied political settings including campaigns, legislatures, government agencies, and advocacy groups.
2. **Explain** the role of political communications in shaping public understanding, media narratives, and policy outcomes.
3. **Compare and contrast** different career paths in public service, political leadership, lobbying, and policy research.

#### SKILLS DEVELOPMENT

4. **Craft** compelling press releases, tweet threads, and campaign communication products tailored for different audiences and platforms.
5. **Design** advocacy materials, including message boxes and grassroots lobbying plans, to advance policy change.
6. **Create** political messaging calendars and public engagement strategies that reflect both partisan and nonpartisan objectives.

#### PROFESSIONALISM AND ENGAGEMENT

7. **Demonstrate** effective professional conduct in interactions with guest speakers and practitioners.
8. **Critically assess** real-world political messages, policy proposals, and media strategies.

9. **Reflect** on the ethical and strategic challenges of working in highly polarized or politically sensitive environments.

## Required Course materials

### TEXTBOOK

None

### ADDITIONAL MATERIALS

Always bring a notebook and writing materials to class. There will be times you wish to take notes.

### TECHNOLOGY

We will utilize the UGA eLC course so you will need access to a computer of some type for your homework assignments. Generally, I would like to dissuade you from bringing laptops to class. They are a distraction to others and are not necessary unless you have some official accommodation that requires notetaking on a screen. To reiterate: no laptop or phone use in class unless it is a part of the coursework that day.

## Assessment and Grading

See eLC for more information about each course requirement.

Students will be graded on the following items:

Category	Weight/Percentage	Description	Assignment examples
Attendance	25	In class on time and for duration unless excused	Attendance taken for each class with a sign-up sheet.
Engagement	25	Active listening; not disrupting; asking questions; interacting with speaker at end of class; attending lunch	Students may also bcc me on thank you emails sent to VPs and this will count as engagement.
Skill builders	40	Reading and skill builder workbook assignments	Examples include press release, message box, one pager, advocacy graphic, policy memo, bill summary, etc.
Final Project	10	Slide deck career plan	Details in eLC course page; Students will

			determine career entry level goal and internships that will help them get there.
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Note: late work is accepted, but there is a 5-point penalty for all work turned in after the due date. This does not apply to revisions.

## Course Statements & Policies

### UGA Honor Code

"I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others." A Culture of Honesty, the University's policy and procedures for handling cases of suspected dishonesty, can be found at [honesty.uga.edu](https://honesty.uga.edu).

Use of AI in this course is allowed only for research purposes. AI written assignments will not be accepted and use of AI for graded work (other than research) will be considered academic dishonesty.

### Accommodation for disabilities

If you plan to request accommodations for a disability, please register with the *Accessibility & Testing*. They can be reached by visiting Clark Howell Hall, calling 706-542-8719 (voice) or 706-542-8778 (TTY), or by visiting <https://accessibility.uga.edu/>.

### Attendance & Participation Policy

You will be graded on your attendance and engagement. Make sure to sign in the class for each session.

### UGA Well-being Resources

UGA Well-being Resources promote student success by cultivating a culture that supports a more active, healthy, and engaged student community.

Anyone needing assistance is encouraged to contact Student Care & Outreach (SCO) in the Division of Student Affairs at 706-542-8479 or visit [sco.uga.edu](https://sco.uga.edu). Student Care & Outreach helps students navigate difficult circumstances by connecting them with the most appropriate resources or services. They also administer the [Embark@UGA](https://embark@uga.edu) program which supports students experiencing, or who have experienced, homelessness, foster care, or housing insecurity.

UGA provides both clinical and non-clinical options to support student well-being and mental health, any time, any place. Whether on campus, or studying from home or abroad, UGA Well-being Resources are here to help.

- Well-being Resources: [well-being.uga.edu](https://well-being.uga.edu)
- Student Care and Outreach: [sco.uga.edu](https://sco.uga.edu)

- University Health Center: [healthcenter.uga.edu](http://healthcenter.uga.edu)
- Counseling and Psychiatric Services: [caps.uga.edu](http://caps.uga.edu) or CAPS 24/7 crisis support at 706-542-2273
- Health Promotion/ Fontaine Center: [healthpromotion.uga.edu](http://healthpromotion.uga.edu)
- Accessibility & Testing: <https://accessibility.uga.edu/>

Additional information, including free digital well-being resources, can be accessed through the UGA app or by visiting <https://well-being.uga.edu>.

## Disclaimer

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

Course Schedule & Activities			
Date	Day	Topic	Speaker
Aug 14	Thursday	Welcome	Haynes
Aug 19	Tuesday	Leadership	Judge Steve Jones (confirmed)
Aug 21	Thursday		
Aug 26	Tuesday	Leadership: Republican Party	Speaker Pro Tempore, Jan Jones, GA House of Representatives
Aug 28	Thursday	Leadership: Democratic Party	Chairman of DPG, Charlie Bailey confirmed. <a href="mailto:kyle@georgiademocrat.org">kyle@georgiademocrat.org</a> <a href="mailto:charlie@georgiademocrat.org">charlie@georgiademocrat.org</a>
Sept 2	Tuesday	Political Comms	Haynes
Sept 4	Thursday	Political Comms Congress/Consulting	Brendan Buck, Partner, Seven Letter, NBC Analyst <a href="https://sevenletter.com/people/brendan-buck/">https://sevenletter.com/people/brendan-buck/</a>
Sept 9	Tuesday	Political Comms State Executive branch – Handling the Press	Governor Kemp's Comms Team; Press Secretary Garrison Douglas, Deputy PS, <b>Carter Chapman</b> (APOL) and <b>Annalise Morning</b> (PAC)
Sept 11	Thursday	Political Comms State Politics	Senate Press Office (Emily Leonard/ <b>Sydney Horwitz</b> )

		Informing and Generating Positive Buzz – social media	
Sept 16	Tuesday	Political Comms Campaigns	Meredith Brasher (Esteves, Warnock Comms)
Sept 18	Thursday	Campaigns	Haynes
Sept 23	Tuesday	Campaigns	Meg Scribner, Campaigns (
Sept 25	Thursday	Campaigns	War Room Strategies, Branding, Mgt. Kait Branson
Sept 30	Tuesday	Lobbying/Advocacy	Dr. Haynes
Oct 2	Thursday	Lobbying/Advocacy	<b>Jessica Douglas</b> (alum), Georgia Equality <b>Aidan Rickaby</b> (alum), Atlanta Neighborhood Development Partnership
Oct 7	Tuesday	Government Affairs	Steven Jahng, VP Government, Academic, Military and Community Affairs, Hyundai Motor Group (invited)
Oct 9	Thursday	Lobbying State	<b>Brooke Turner</b> , Director of Government Affairs and Policy at Middleton Public Affairs, and <b>Patrick Guthrie</b> , Government Relations Associate at Impact Public Affairs
Oct 14	Tuesday	Lobbying State and Federal	Jay Morgan, Founder and Principal, J.L. Morgan (Trent Nesbit)
Oct 16	Thursday	Political Media	Greg Bluestein, AJC, Atlanta
Oct 21	Tuesday	Political Media	Shania Shelton CNN, DC Bailey Walker, Fox & Friends, NYC (Zoom – in class)
Oct 23	Thursday	Legislative	Haynes Lecture
Oct 28	Tuesday	Legislative	<b>Houston Gaines</b>
Oct 30	Thursday	Legislative	<b>Hayley Williams</b> , Director, Senate Research Office and <b>Bailey Sailors</b> , Deputy Director (confirmed) <a href="mailto:Hayley.Williams@senate.ga.gov">Hayley.Williams@senate.ga.gov</a> <a href="mailto:Bailey.Sailors@senate.ga.gov">Bailey.Sailors@senate.ga.gov</a>
Nov 4	Tuesday	Public Policy	Lecture Haynes

Nov 6	Thursday	Executive	<b>Austin Gibbons</b> , COS, GA Dept of Revenue, <b>Alex Huskey</b> , Policy Advisor, Office of Governor, <b>Rachel Byars</b> , Associate Executive Counsel, Office of Governor
Nov 11	Tuesday	Congressional Panel	<b>Bryson Henriott</b> , Floor Assistant for Maj Leader Scalise, <b>Austin Myhre</b> , LC, Senator Warnock; <b>Caroline Kurzawa</b> , Dep Comms Director, Rep. Larson; <b>Kelli Crews</b> , Warnock home district.
Nov 13		Public Policy	Katherine Russell, Policy Director and Counsel, GA Department of Agriculture
Nov 18	Tuesday	Policy and Governance	<b>Charlene Marsh</b> , Procurement & Capital Projects Manager, City of Norcross, <b>Bailey Dickinson</b> , Staff Consultant, Local Government, BerryDunn
Nov 20	Thursday	Policy Research	<b>Callie Roylance Hood</b> , Public Policy Researcher, GA Municipal Association
Nov 25 last day	Tuesday		TBA