

G53.1301  
FUNDAMENTALS OF POLITICAL CAMPAIGN MANAGEMENT  
Department of Politics  
New York University  
Fall 2004  
Wednesdays 4:00-6:00 P.M.  
Room 747

Jeffrey B. Plaut  
W) 212 260-8813  
E mail [jplaut@globalstrategygroup.com](mailto:jplaut@globalstrategygroup.com)  
Office hours by appointment

Joseph Mercurio  
W) 212 689-7683  
E mail [mercurio@nationalpolitical.com](mailto:mercurio@nationalpolitical.com)  
Office hours by appointment

## **Introduction**

This course will focus on the role and the responsibilities of the modern campaign manager at the local, congressional, statewide, and national levels. Students will prepare a strategy memo, a written campaign plan and will complete assignments on key elements of a campaign. The principle thrust of the course will be to help students understand how to approach various aspects of campaigns from the perspective of a campaign manager.

## **Course Requirements**

Each student is required to complete two longer written assignments, shorter weekly campaign assignments and to attend class and participate in class discussions. The first longer written assignment is a 10-page campaign strategy memo. The memo should set forth the basic strategy for a campaign. The final research paper is a written campaign plan. The plan will be written for the same campaign chosen by the student as the topic of the mid-term strategy memo. Students will be expected to be familiar with all assigned readings and should be prepared to discuss them in class. Students are expected to review and be familiar with the presidential television commercials on [www.thelivingroomdandicate.movingimage.us./index.php](http://www.thelivingroomdandicate.movingimage.us./index.php) by week six.

## Summary of Grading

Grades will be assigned on the following basis: weekly assignments 20%, class participation 20%, campaign strategy memo 20%, campaign plan 40%. Late papers will be penalized a one-half letter grade for each day submitted after the deadline. Students are responsible for keeping copies of all written work until a submission has been graded and returned.

## Readings

Students should obtain the following texts, which are available at the NYU bookstore or online (in most cases).

James Thurber and Candice Nelson, *Campaigns and Elections American Style* (Westview Press)

Daniel Shea, *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management 1996* (Praeger Publishers)

Samuel Popkin, *The Reasoning Voter* (University of Chicago Press)

S.J. Guzzetta, *The Campaign Manual*, 2002

Morris, Dick, *The New Prince*, 1999 (Renaissance Books)

Morris, Dick *Behind the Oval Office: Getting Reelected Against All Odds* 1998 (Renaissance Books)

Schwartz, Tony. *The Responsive Chord* 1974 (Anchor Press)

Napolitan, Joseph *The Election Game and How to Win It* 1972 (Doubleday)

Donald P. Green and Alan S. Gerber, *Get Out the Vote: How to Increase Voter Turnout*, 2004 (Brookings Institution Press)

Week 1      Introduction / Course Overview (Plaut and Mercurio)

- Week 2 Campaign Planning (Plaut)
- Shea, ch. 2
  - Shea, ch. 3
  - Thurber and Nelson, ch. 2
  - Guzetta, chapters 4-7
  - Napolitan, *The Election Game and How to Win It* (entire)
  - Morris, *The New Prince* (entire)

- Week 3 Electoral Targeting (Plaut)
- Shea, ch. 5
  - Thurber and Nelson, ch. 3

- Week 4 Candidate and Opposition Research (Plaut)
- Shea, ch. 6

- Week 5 Polling and Analysis of Data (Plaut) --
- Shea, chapters. 4 and 7
  - Thurber and Nelson, chapters. 13, 14

- Week 6 Message Development: Overview (Mercurio)
- Popkin, *The Reasoning Voter* (entire)
  - Morris, *Behind the Oval Office* (entire)

- Week 7 Media I: Earned Media (Mercurio)
- Shea, ch. 12
  - Thurber and Nelson, chapters. 9, 10

MID-TERM PAPER DUE

- Week 8 Media II: Direct Mail (Mercurio)
- Shea, chapter 11
  - Thurber and Nelson, chapters 7,8

- Week 9 PRESS ASSIGNMENT DUE  
Media III: Television (Mercurio)

- Schwartz, *The Responsive Chord* (entire)
- Shea, ch. 11
- Thurber and Nelson, chapters. 7,8

DIRECT MAIL ASSIGNMENT DUE

Week 10 Fundraising (Mercurio)

- Shea, ch. 3
- Thurber and Nelson, chapters. 5, 6
- Guzzetta, chapters 8,9

MEDIA ASSIGNMENT DUE

Week 11 Technology and Campaigns (Mercurio)

- Guzzetta, ch. 12
- Additional readings TBA

Week 12 Field Organization (Plaut)

- Shea, ch 13 "Returning to the Grassroots"
- Thurber and Nelson, chapters. 11, 12
- Green and Gerber, *Get Out the Vote: How to Increase Voter Turnout* (entire)

MEDIA BUY DUE

Week 13 Campaign Management / Strategy in non-candidate campaigns (Plaut)

- Readings TBA

Week 14 Case Studies(Plaut/Mercurio)

- Readings TBA

CAMPAIGN PLANS DUE