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.thelivingroomcandidate.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).


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

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


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

PRESS ASSIGNMENT DUE

Week 9  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**