Pol-Sci 319
Campaigns and Elections
Fall 2018
Class Location: Royall 404

Professor: Dr. Beth Vonnahme
E-mail: vonnahmeb@umkc.edu (preferred)
Office: Manheim 303i
Phone: 816.235.5844
Office hours: MF 9-11am or by appointment

Course Catalog Information
Course Component: Lecture
Course Instructional Mode: Classroom-based
Credit hours: 3

Course Description
This course will examine the role of campaigns in determining the outcome of both congressional and presidential elections and the way that electoral rules structure both campaign strategies and electoral outcomes. This course focuses on topics such as the role of the media, campaign advertising, campaign financing, public opinion, registration requirements, and the role of interest groups.

Student Learning Outcomes
1. Explain the rules and procedures governing congressional elections
2. Differentiate the importance of money, voters, candidates, and campaign strategies to electoral success
3. Assess plans to reform the presidential nomination process
4. Determine the efficacy of the Electoral College
5. Analyze research on campaigns and elections noting the strengths and weaknesses
6. Demonstrate these concepts in the context of a hypothetical campaign

Course Assessment
Students completing all assignments thoroughly and demonstrating competency of these learning outcomes will pass the course. However, students will be strongly encouraged to aim for excellence. Assessment will be based on participation in course discussion, journal entries, a campaign project, and exams. If you believe that you will be unable to meet these expectations, please see me so that we can discuss possible solutions.

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams</td>
<td>50%</td>
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<tr>
<td>Campaign Project</td>
<td>20%</td>
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<tr>
<td>Journal Entries</td>
<td>20%</td>
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<tr>
<td>Participation/Attendance</td>
<td>10%</td>
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The grading scale for this course is as follows:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93+</td>
<td>A</td>
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<tr>
<td>90-92</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>83-86</td>
<td>B</td>
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<td>73-76</td>
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<td>70-72</td>
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<tr>
<td>60-62</td>
<td>D-</td>
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<td>0-59</td>
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**Course Assignments**

**Exams**—you will have two exams, which will be short answer and essay and will cover material presented in class and in the readings. The final exam will not be comprehensive. Make-up exams will be given only if notification is provided in advance of the exam and the reason is properly documented (e.g., if the reason is illness, documentation from a health care provider).

**Journal entries**—most weeks you will respond to a question related to the reading material for that week. The particular topic for the journal entry appears on Canvas. Journal entries should be short (3-5 sentences), should reference the reading for the week, and are due by the start of class on Wednesdays. I will use four criteria to grade your journal entries: content, ideas, organization, and mechanics. No late entries or makeups will be accepted. I will drop the two lowest journal entry grades.

**Campaign Project**—you will complete a semester-long project aimed at familiarizing you with congressional campaigns. You will complete four assignments detailed in a separate handout. The due dates for these assignments are listed on the syllabus. The first three assignments will be submitted through Canvas. Your final assignment will be presented to the class during the last two weeks of the course. If you do not present your final assignment, your grade on the final assignment will fall by one letter grade. If you do not submit an assignment by the due date, you will receive a deduction for each day it is late. Late assignments will not be accepted after one week.

**Participation/Attendance**—Participation and attendance in this course are required. You need to do the reading assigned for each class and be prepared to answer questions posed by your classmates and myself. Three absences will be excused with no questions asked. Any other excused absence needs proper documentation. Proper documentation includes doctor’s note/bill or evidence of academic activities. You will not be excused for any vacation, work-related absences, personal issues, etc. Your participation grade will fall by five points for each additional absence.

**Tardiness**—the course begins at 11:00. This means that you should be in the room ready to begin class at 11:00. You will be marked absent if you arrive more than ten minutes after class begins.


**Required Texts**
All readings are available on Canvas.

**UMKC Resources & Policy Statements**

Technology: Please turn off all cell phones and *put them away* before class. You may use your laptop if necessary though it is strongly discouraged (research indicates that deeper learning occurs when students take notes by hand), but not for perusing the Internet, checking email, chatting, etc. The purpose of these rules is to enhance your learning experience (and those around you) and ensure class engagement.

Important UMKC Resources and Policies are applicable to every course and every student at UMKC. These are located in the Learning Management System for this course. Canvas users may click the Help question mark on the left side of the screen, and then select ‘UMKC Resources and Policy Statements’. As a UMKC student, you are expected to review and abide by these policies. If you have any questions, please contact your instructor for clarification.

This course follows the “Faculty not allowing recording” option of the Academic Inquiry, Course Discussion and Privacy policy.

**College of Arts & Sciences Course Policies & Resources**

Please refer to the following webpage and linked resources for critical information regarding course policies and resources. [http://cas.umkc.edu/CPR/](http://cas.umkc.edu/CPR/)

**Course Evaluation Information**

At the end of the semester, all students will have the opportunity to evaluate this course. These evaluations, conducted online through RooEval, will remain anonymous and will not be shared with faculty until after the final grades are turned in.

Link to RooEval: [https://net3.umkc.edu/intapps/rooeval](https://net3.umkc.edu/intapps/rooeval)

FS18 Dates: Monday, November 19 to Friday, December 7 (closes at 11:59 pm)
Course Schedule

Part 1: Rules Governing Elections

Week 1: Candidate Eligibility and Defining the Electorate

August 20-22: No Reading

August 24: Reading

Week 2: Reapportionment and Redistricting

August 27: No Reading

August 29-31: Reading
- Journal Entry Due at 10:59am on August 29
- Identify group and select senator for campaign project

Week 3: Election Laws and Party Nomination

September 5-7: Reading
- Journal Entry Due at 10:59am on September 5

Weeks 4-5: Presidential Nomination Process

September 10: Reading

September 12: Reading
September 14: Reading
- Campaign Assignment #1 Due

September 17: Reading

September 19: Reading
- Journal Entry Due at 10:59am

September 21: Reading

**Weeks 6-7: Electoral College**

September 24: No Reading

September 26: Reading

September 28: Reading
- Schumaker, Paul D. (2016). The good, the better, the best: Improving on the “acceptable” Electoral College in Electoral College Reform: Challenges and Possibilities. Routledge, Burlington. [online through UMKC library]
- Campaign Assignment #2 Due

October 1: Reading
October 3: Midterm Exam Review

October 5: Midterm Exam

**Part 2: Strategic Choices**

**Week 8: Candidates**

October 8: No Reading

October 10-12: Reading
- Journal Entry Due at 10:59am on October 10

**Week 9: Money**

October 15: No Reading

October 17: Reading
- Journal Entry Due at 10:59am on October 17

October 19: No Class

**Weeks 10-11: Campaign Organization and Messaging**

October 22: No reading

October 24: Reading

October 26: Reading
- Campaign Assignment #3 Due

October 29: Reading

October 31: Reading
• Journal Entry Due at 10:59am

November 2: Reading

**Part 3: Voters and Issues**

**Week 12: Voters**

November 5: No Reading

November 7-9: Reading
• Journal Entry Due at 10:59am on November 7

**Weeks 13-14: 2016 Election**

November 12: Reading

November 14-16: Reading

November 26: Reading
November 28: Reading
  • Journal Entry Due at 10:59am

November 30: No Reading
  • Campaign Assignment #4 Due

**Week 15: Advertisement Presentations**

December 3-5: No Readings
  • Campaign Assignment #4 Due

**Final Exam:** Tuesday, December 11 from 1-3pm