
**POLI 328-01: CAMPAIGNS AND ELECTIONS
COURSE SYLLABUS
FALL 2022**

PROFESSOR: Gibbs Knotts, 2 Greenway (Room 200), 843-953-0799 (office), 828-399-0101 (cell), knottshg@cofc.edu

LOCATION AND MEETING TIME: Maybank 316, Tuesday and Thursday 9:25 a.m. - 10:40 a.m.

OFFICE HOURS: Tuesday and Thursday 8:00 a.m. - 9:00 a.m. and by appointment

COURSE OVERVIEW

Campaigns and elections are important. Voting is the most common and visible way Americans participate in politics, and campaign rhetoric often affects what politicians do once they are in office. In this class, we will take a closer look at American campaigns and elections through the lens of political science. In addition, we will hear from guest speakers and watch documentaries about campaigns and elections. We will also focus on specific elections from the 2022 campaign season, and students will be asked to apply theoretical knowledge to the real world of politics in class discussions, assignments, and an election analysis research paper.

COURSE SPECIFIC LEARNING OUTCOMES

This course will give students a better understanding of campaigns and elections. By the end of this course, students will:

- Identify and explain how electoral rules and procedures in the U.S. affect election outcomes
- Evaluate and critically analyze the U.S. electoral system with respect to theories related to political representation
- Compare and contrast theories of voting behavior
- Relate historical developments to contemporary political issues, debates and outcomes related to campaigns and elections in the U.S.
- Demonstrate critical thinking and writing skills related to campaigns and elections in the U.S.

DEPARTMENT LEARNING OUTCOMES

This course is also designed to help students meet the political science department's three learning outcomes:

- Knowledge: Students are able to identify and explain theories, institutions and

processes related to power, place and politics

- Skills: Students are able to critically analyze texts, communicate effectively, critically assess the views of others, defend their own views and apply appropriate methodological and theoretical approaches
- Engagement: Students demonstrate a habit of engagement with the world and an understanding of the value of civic participation, locally, nationally and globally

COURSE MATERIALS

There are two required books for this course. The books are available at the university bookstore.

- Gibbs Knotts and Jordan Ragusa, *First in the South: Why South Carolina's Presidential Primary Matters*, (University of South Carolina Press, 2020)
- John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, *Campaigns and Elections: Rules, Reality, Strategy, Choice*, Fourth Edition (W.W. Norton, 2022)

In addition, there will be a few other required readings and documentaries that will be available online and/or on OAKS.

COURSE POLICIES

Students with Special Needs or Circumstances

1. Any student eligible for and needing accommodations because of a disability is requested to speak with me during the first two weeks of class or as soon as the student has been approved for services so that reasonable accommodations can be arranged.
2. The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me at least one week before accommodation is needed.
3. This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services/SNAP, (843) 953-1431, or me so that such accommodations may be arranged.

Academic Honesty

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the

degree of deception involved.

Incidents where the instructor determines the student's actions are related more to misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student's transcript for two years after which the student may petition for the XX to be expunged. The F is permanent.

Students can find the complete Honor Code and all related processes in the Student Handbook at <https://deanofstudents.cofc.edu/honor-system/studenthandbook/index.php>.

OAKS

OAKS, including Gradebook, will be used for this course throughout the semester to provide the syllabus, class materials and grades for each assignment, which will be regularly posted.

Incident Weather, Pandemic or Substantial Interruption of Instruction

If in-person classes are suspended, faculty will announce to their students a detailed plan for a change in modality to ensure the continuity of learning. All students must have access to a computer equipped with a web camera, microphone, and Internet access. Resources are available to provide students with these essential tools.

Late Work

Late assignments will be penalized 5 points per day.

Center for Student Learning

I encourage you to utilize the Center for Student Learning's (CSL) academic support services for assistance in study strategies, speaking & writing skills, and course content. They offer tutoring, supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic careers and the services are available to you at no additional cost. For more information regarding these services, please visit the CSL website at <http://csl.cofc.edu> or call (843) 953-5635.

Writing Lab

I encourage you to take advantage of the Writing Lab in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit <http://csl.cofc.edu/labs/writing-lab/>.

Course Evaluations

All students should complete the online course evaluations for this course.

GRADING PROCEDURES

Grading Scale

1. Exam I 20%
2. Exam II 20%
3. Campaign Advertisement Video 10%
4. Research Paper Draft 5%
5. Research Paper 25%
6. Attendance and Participation 10%
7. Lecture/Event Responses 10%

Grades will be assigned based on the following.

A: 93-100, A-: 90-92, B+: 88-89, B: 83-87, B-: 80-82, C+: 78-79, C: 73-77, C-: 70-72, D+: 68-69, D: 63-67, D-: 60-62, F: 59 or below

Exam I

Exam I will take place in-class on October 4. The examination will include multiple choice questions, identification of key concepts, and an essay question.

Exam II

Exam II will take place in-class during the scheduled final exam period, December 8 (10:30 a.m. to 12:30 p.m.). Exam II will cover material since Exam I and will include multiple choice questions, identification of key concepts, and an essay question.

Campaign Advertisement Video

You will create a 30-second campaign advertisement video for a candidate who is running in 2022. The ad can be positive, making the case for your candidate, or negative, attacking your candidate's opponent. To make the video you should use video editing software, such as Windows Movie Maker or iMovie. The videos are due on September 15 and count 10% of your final course grade.

Research Draft and Research Paper

Students will write a 10-page research paper analyzing the 2022 election results in one of the statewide races in South Carolina. You will use county-level data in your paper

and include the following sections: Introduction, Candidate Profiles, Analysis of Campaign Strategy, Analysis of Election Results, and Conclusion. The research paper must include original analysis of county vote percentages. You will use SPSS, a statistics software package, to analyze your data. Class time will be spent helping you learn how to use this software, and the College of Charleston has a site license so you can install it on your computer. A draft of the paper is due November 22 and will constitute 5% of your final grade. I will provide feedback to you ASAP, and the final version of the paper should be uploaded in the OAKS Dropbox by 11:59 p.m. on December 5. The final version will count 25% of your overall course grade. More details about the paper will be provided throughout the semester.

Attendance and Participation

Class attendance and participation represent 10% of your grade in this course. The easiest way to participate is to attend class. Therefore, roll will be taken in each class. Beyond attendance, students will be expected to have read the assigned readings prior to each class session and to come to class prepared to critically discuss the scheduled topics. In addition to the assigned readings, students are expected to stay informed about current political issues. Questions about political issues will be included on exams and informed students will be rewarded with higher participation grades.

Lecture/Event Responses

Students are required to attend three lectures/events outside of class and to submit a half-page response to EACH event/lecture linking the topic to a class topic. I will let you know about events, but I am also very open to pre-approving events that are not on my radar. Response papers should be uploaded in OAKS by December 1 at 11:59 p.m. and will count 10% of your grade.

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COURSE SCHEDULE
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Week 1 – Introduction to the Course and Introduction to the South Carolina Primary

Lecture Dates	Topics, Readings, and Key Questions
8/23	<p>Topic: Course Introduction</p> <p>Readings: None</p> <p>Key Questions: What are the expectations for this course? What books will be used? Where are the supplemental readings?</p>
8/25	<p>Topic: The Importance of the South Carolina Primary</p> <p>Readings: First in the South, Chapter 1</p> <p>Key Questions: What is the history of presidential primaries in the United States? Why is it important to be an early primary state? How good of a predictor is the South Carolina primary of who will eventually win each party's nomination?</p>

Week 2 – A Closer Look at the South Carolina Primary

Lecture Dates	Topics, Readings, and Key Questions
8/30	<p>Topic: The History of the South Carolina Primary</p> <p>Readings: First in the South, Chapter 2</p> <p>How did South Carolina become the first Southern primary?</p>
9/1	<p>Topic: Characteristics of the South Carolina Primary Electorate and What it Takes to Win in South Carolina</p> <p>Readings: First in the South, Chapters 3-4</p> <p>Key Questions: Is the South Carolina primary electorate representative? What factors explain winners and losers in South Carolina?</p>

Week 3 – Dirty Tricks, Winners, and Losers in the South Carolina Primary

Lecture Dates	Topics, Readings, and Key Questions
9/6	<p>Topic: Dirty Tricks in South Carolina</p> <p>No class meeting but watch documentary, <u>Boogie Man: The Lee Atwater Story</u></p> <p>Key Questions: What was Atwater’s approach to politics? How did he influence modern campaigning?</p>
9/8	<p>Topic: Lessons from the South Carolina Primary</p> <p>Readings: First in the South, Chapters 5-7</p> <p>Key Questions: What does it take for Republicans to win in South Carolina? What does it take for Democrats to win in South Carolina? Should South Carolina remain First in the South? Which primary system do you prefer (and why)?</p>

Week 4 – Election Basics and Campaign History

Lecture Dates	Topics, Readings, and Key Questions
9/13	<p>Topic: Election Basics and the Value of Political Science</p> <p>Readings: Campaigns & Elections, Chapters 1-2; “Ten Thing Political Scientists Know that You Don’t”</p> <p>Key Questions: What is an election? Why are they important? How do they work? How can political science help people better understand elections?</p>
9/15	<p>Topic: Campaigns Over Time</p> <p>Readings: Campaigns & Elections, Chapter 3</p> <p>Key Questions: How have campaigns and elections evolved over the course of American history?</p> <p>Campaign Advertisement Video Due</p>

Week 5 – Fundraising and Campaign Strategy

Lecture Dates	Topics, Readings, and Key Questions
9/20	<p>Topic: Fundraising and Campaign Finance</p> <p>Readings: Campaigns & Elections, Chapter 4</p> <p>Key Questions: What are the major Supreme Court decisions on campaign finance and how have they affected the political system? What role do independent groups play in influencing modern campaigns and elections?</p>
9/22	<p>Topic: Campaign Strategy</p> <p>Readings: Campaigns & Elections, Chapter 5</p> <p>Key Questions: What is the median voter theorem and why is it important? Do negative campaigns work?</p>

Week 6 – Parties, Interest Groups, and Media

Lecture Dates	Topics, Readings, and Key Questions
9/27	<p>Topic: Political Parties and Interest Groups</p> <p>Readings: Campaigns & Elections, Chapter 6-7</p> <p>Key Questions: What role do political parties play in modern campaigns? How do interest groups influence campaigns and elections?</p>
9/29	<p>Topic: The Media and Exam I Review</p> <p>Readings: Campaigns & Elections, Chapter 8</p> <p>Key Questions: How does the profit motive affect what gets covered by the media? How has “new media” changed modern campaigns and elections?</p>

Week 7 – Exam I Research Paper Overview

Lecture Dates	Topics, Readings, and Key Questions
10/4	Exam I – in-class
10/6	Topic: Writing an Empirical Research Paper Readings: “ An Introduction to Political Science Methods ” and “Political Neophyte Trumps Lifelong Public Servant in Bid to Become 45 th President” Key Questions: What is a dependent variable? What is an independent variable?

Week 8 – Presidential Campaigns

Lecture Dates	Topics, Readings, and Key Questions
10/11	Topic: Presidential Campaigns Readings: Campaigns & Elections, Chapter 9 Key Questions: Do you have any ideas for reforming the presidential nomination process in the United States? How does the Electoral College shape presidential campaign strategy?
10/13	Topic: Presidential Campaigns Continued Readings: “It’s the Pandemic Stupid! A Simplified Model for Forecasting the 2020 Presidential Election,” “Five Southern States that Could Change American Politics” Key Questions: What factors are commonly used in forecasting models? Which Southern states have the best prospects for genuine two-party competition?

Week 9 – Congressional Campaigns

Lecture Dates	Topics, Readings, and Key Questions
10/18	<p>Topic: Congressional Campaigns</p> <p>Readings: Campaigns & Elections, Chapter 10</p> <p>Key Questions: What does it take to run for Congress? What is the incumbency advantage and why does it play such an important role in congressional campaigns?</p>
10/20	<p>Topic: Congressional Campaigns Continued</p> <p>Readings: “The Year of the Outsider: Political Amateurs in the U.S. Congress,” “The Nationalization of Special Elections for the U.S. House of Representatives”</p> <p>Key Questions: What are the strengths and weaknesses of political amateurs as congressional candidates? What is a special election, how often do they occur, and what factors explain special election outcomes?</p>

Week 10 – State and Local Campaigns

Lecture Dates	Topics, Readings, and Key Questions
10/25	<p>Topic: State and Local Campaigns</p> <p>Readings: Campaigns & Elections, Chapter 11</p> <p>Key Questions: How do state and local campaigns differ from federal campaigns? What role do activists play in state and local campaigns?</p>
10/27	<p>Topic: State and Local Campaigns Continued</p> <p>Readings: “Why People Decide to Participate in State Politics”</p> <p>Key Questions: What are some of the explanations provided for participation at various levels of the U.S. political system?</p>

Week 11 – Female Politicians, Voter Participation, and Voter Choice

Lecture Dates	Topics, Readings, and Key Questions
11/1	Topic: Female Politicians No class meeting, but watch documentary, Knock Down the House . Key Questions: What challenges do female politicians face? What explained the different outcomes for these four candidates?
11/3	Topic: Voter Participation and Voter Choice Readings: Campaigns & Elections, Chapter 12-13 Key Questions: Why do people vote? What role does partisan identification play in vote choice? Do campaigns really matter?

Week 12 – Election Week

Lecture Dates	Topics, Readings, and Key Questions
11/8	No class on 11/8. Fall Break and Election Day.
11/10	Topic: Election Aftermath – What Happened? Readings: TBA Key Questions: What happened on Tuesday? Why did it happen? How will the results shape future political events?

Week 13 – Research Paper Workshops

Lecture Dates	Topics, Readings, and Key Questions
11/15	Research Paper Workshop
11/17	Research Paper Workshop

Week 14 – Research Paper Workshops

Lecture Dates	Topics, Readings, and Key Questions
11/22	Research Paper Workshop Draft of Research Paper Due in OAKS Dropbox, 11:59 p.m.
11/24	No class on 11/26. Thanksgiving Break.

Week 15 – Conclusions

Lecture Dates	Topics, Readings, and Key Questions
11/29	Topic: Is Our System Broken? Readings: “Is Democracy Failing and Putting Our Economic System at Risk?” Key Questions: Is democracy broken? Why or why not? If it is broken, what can be done to fix it?
12/1	Topic: Conclusions and Exam II Review Readings: none Key Questions: What have you learned in this class? What topics do you wish we had covered?

Research Paper Due in OAKS Dropbox, 11:59 p.m. on December 5

Exam II will take place in class on Thursday, December 8, from 10:30 a.m. to 12:30 p.m.