

GOV 663: CAMPAIGN MANAGEMENT & STRATEGY
Summer 2006

PROFESSOR

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*** OFFICE HOURS BY APPOINTMENT**

PERSONAL NOTE FROM PROFESSOR TO LEARNERS

Welcome to Campaign Management and Strategy, a course designed to acquaint you with the strategies and tactics to wage a winning campaign. Effective organizational structure is needed to devise an effective campaign strategy. Topics include; developing an effective message, organizing and managing campaign personnel, developing budgets, effective writing, an of course, crises management.

I hope that this course challenges your understanding of the political playing field. As Christians we are expected to view and develop organizations through a worldview perspective. Unfortunately many organizations do not share this philosophy. Therefore we must take the initiative to learn how such organizations operate so that we may devise appropriate strategies to ensure our Christian etiologies prevail. Hopefully you will enjoy the process of learning about managing a campaign and become proficient in it.

The mission of Regent University is to prepare leaders who will make a positive difference in the world. Remember as you go through the rigors of this course the Christian principles that will make the world a better place for all. I welcome all comments, recommendations, and concerns that you may have in order to improve your learning experience.

Dr. Bob Dyer

INTEGRATION OF FAITH AND LEARNING

The Robertson School of Government seeks to restore our nation's Judeo-Christian heritage, to renew the traditional values of citizenship in the public affairs of the United States, and to promote these ideals in all the nations of the world. To that end, leadership and policy issues are rigorously analyzed from various academic perspectives in a broad, multidisciplinary endeavor, emphasizing the application of Judeo-Christian principles to theoretical and practical problems. The program is designed to produce principled graduates who are morally, spiritually, and intellectually well-grounded and who are also equipped with the practical and technological skills needed to meet today's challenges of leadership in government, policy-making, and politics.

DESCRIPTION AND PURPOSE OF COURSE

This course provides the applied knowledge necessary for effective planning and strategic thinking for campaigns. The major components of a political organization are introduced, with emphasis on developing and implementing a campaign plan. The learner will develop techniques to produce an effective political message, recruit and organize personnel, budget management, and time management skills. Students will learn strategies to anticipate or confront crises situations, providing ethical approaches to implement damage control initiatives. Upon completion of this course the student will have the ability to implement a plan and strategic objectives in order to conduct a successful campaign.

COURSE GOALS

The goals of this course are as follows:

- To gain a thorough understanding of how to develop a successful campaign management strategy.
- To acquire the ability to interject Christian values and ethical principles into campaign strategies in order to promote servant leaders into elected office, fulfilling the mission of Regent University.
- To understand the importance of recruiting and managing key personnel and volunteers to implement an effective campaign strategy.
- To exhibit critical thinking and problem solving skills in order to develop a campaign strategy and trouble a crises situation should it arise
- To understand the role of strategic thinking and organizational leadership in order to implement a winning overall campaign strategy.

COURSE OBJECTIVES

At the conclusion of the course the student will:

- Demonstrate an understanding of the importance of campaign strategy and tactic.
- Be able to articulate the importance of Christian values and morality in establishing a campaign strategy.
- Show ability to develop a campaign budget.
- Identify and recruit key personnel to work in a campaign.
- Articulate the importance of communicating and integrating with the entire campaign team. .
- Demonstrate the ability to manage a campaign timeline.
- Demonstrate ability to develop a campaign literature and write effectively.
- Demonstrate ability to react to crises situations in an effective manner.
- Demonstrate ability to exhibit effective communication, both written and oral.
- Demonstrate ability to become an effective leader managing an campaign by designing effective strategies..

RESOURCES

Required Book Resources

* Shea, D. M. & Burton; *Campaign Craft: The Strategies, Tactics and Art of Campaign Management*; Praeger Publishers; ISBN: 0275970930

* Thurber, J. & Nelson, C.: *Campaigns & Elections American Style, 2nd Edition*, Westview Publishers; ISBN: 0813341817

* Strachan, C.; *High-Tech Grass Roots: The Professionalization of Local Elections*; Rowman & Littlefield; ISBN: 0742517667

* Stonecash, J. M. ; *Political Polling: Strategic Information in Campaigns*; Rowman & Littlefield Publishers; ISBN: 0742525538

* Morris, Dick; *The New Prince*; Renaissance Books; ISBN: 1580631479

Other Resources

It is also assumed that the student will develop independent research skills using various electronic resources to utilize appropriate books, journals, periodicals, and other sources to effectively complete written assignments. Such research skills must be evident in all written assignments.

COURSE PROCEDURES AND REQUIREMENTS

- Course procedures and requirements include substantive expectations for outside reading, discussions, written assignments, and *Blackboard* dialogue.
- This syllabus sets forth the guidelines and deadlines for assignments and activities for this course. This syllabus is subject to change to accommodate guest lecturers or update content material.
- Please check the *Blackboard* 'ANNOUNCEMENTS' and 'COURSE DOCUMENTS' sections at least twice each week.
- The Course Schedule will be posted separately in *Blackboard* under 'SYLLABUS.'
- Unless instructed otherwise, all written assignments will be submitted and returned as attached files to email. Send documents to the Administrative Professor by twelve o'clock midnight on the respective due dates. Include the course number (GOV 682) in the e-mail subject line.
- It cannot be overemphasized that all assigned material must be read before the discussions. The readings form the foundation for all direct learning, participation, and written work in the course. Expect to have a firm grasp of the material at the beginning of each discussion to gain the greatest benefit from the provided learning contexts.
- If any questions, problems, or concerns arise please contact your instructor immediately.