

# Minnesota State University Moorhead

## POL 327: Campaigns & Elections

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 09 - Ethical/Civic Resp

This course examines the politics of campaigns and elections in the United States. Topics include campaigns in democratic theory, candidate selection, campaign finance, campaign strategy and organization, the role of parties and interest groups, public opinion polling, and campaign communication. MnTC Goal 9.

### B. COURSE EFFECTIVE DATES: 08/23/2010 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Campaigns, elections, and democratic theory
2. Context of elections
3. Candidate selection
4. Campaign finance
5. Parties and interest groups
6. Campaign organization and strategy
7. Media and campaigns
8. Public opinion polling
9. Consequences for policy and representation
10. Campaign reform

### D. LEARNING OUTCOMES (General)

1. Understand the role of campaigns and elections in democracy, and the obligations this imposes on citizens, candidates, parties, and other participants.
2. Use ideas about the role of campaigns and elections to develop normative and ethical standards for evaluating campaign behavior.
3. Understand how and why Americans vote (or not) as they do, and how this shapes campaigns.
4. Understand how US electoral laws and procedures shape campaigns and elections.
5. Be able to explain and evaluate campaign strategies and behaviors, including campaign use of the media.
6. Understand the relations between campaigns and elections and the larger operation of the US political system, including the consequences of campaigns for policy and representation.
7. Understand ethical issues in campaigns and be able to evaluate campaign behavior in light of those issues.

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

None noted