

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Summer

May 23, 2018—July 25, 2018

Rules, Law, and Strategy

PMGT 6450.10

3 Credits

Wednesday, 7:10—9:40 p.m.

Class Location 1776 G Street, NW, C112

BASIC INFORMATION AND RESOURCES

Instructor and Contact Information

Jeff Gulati

I am a Professor of Political Science in the Global Studies Department and Associate Director of the Honors Program at Bentley University. I earned my Ph.D. in Government from the University of Virginia and B.A. in Political Science from UNC-Chapel Hill. My primary research interests are in political campaigns, digital politics, the U.S. Congress, and congressional elections. Specific projects include the analysis of the role and impact of money in elections, media coverage of congressional scandals, and use and impact of digital advertising in campaigns. I recently have taught Campaigns & Elections, Model U.S. Congress, Media & Politics, and Politics Through Film. I also have taught at Wellesley College and the Ralph Bunche Summer Institute.

I am an elected member of the Executive Board for the Informational Technology & Politics section of the American Political Science Association, a member of the senior editorial board of the *Journal of Information Technology & Politics*, and a member of the editorial board of the *Journal of Political Marketing*. Prior to my academic career, I was a survey researcher specializing primarily in designing assessment studies for higher education and surveys for non-profits, interest groups, and local governments. Before beginning graduate school, I was a legal assistant at Covington & Burling's Washington, DC office and an intern on Capitol Hill.

Phone Number: (781) 690-3160

Email Address: jgulati@bentley.edu

E-mail is the quickest and easiest way to reach me. You can expect a response within a few hours or up to 24 hours for questions that require more detailed responses. I will respond to text messages fairly quickly to questions that require very short response. I am happy to talk over the phone as well but please avoid voice mails since if you are looking for a more immediate response. Since I am commuting back and forth from Boston, I am available in person a few hours before class, after class, and the following morning.

Social Media Policy

I will be bringing a wide variety of political professionals for this course and have asked them to be as honest and open with students as possible. To allow that kind of discourse, it is imperative that

classroom discussions be off the record – which means no video recording and no posting of comments made in the classroom to social media sites. This includes classroom discussion and instruction and encompasses all students in the class, the instructors, and the guest speakers.

Blackboard Site

A Blackboard course site will be set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

University Policy on Observance of Religious Holidays

- Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance.
- Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.
- Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities

Support for Students with Disabilities 202-994-8250

GW’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. Please notify your instructor if you require accommodations. Additional information is available at <https://disabilitysupport.gwu.edu/>.

Mental Health Services 202-994-5300

The University’s Mental Health Services offers 24/7 assistance and referral to address students’ personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/

The Writing Center 202-994-3765

The Writing Center is located in Gelman Library at 2130 H St NW in Suite 221 and they can be reached at 202-994-3765 or via email at gwriter@gwu.edu. Appointments, both in-person or by phone, can be made in advance at <https://gwu.mywconline.com/>. Daytime and evening hours are available, check for this semester's hours at <https://writingcenter.gwu.edu/contact-us-0>. The Writing Center offers Summer hours.

GWU Libraries <http://library.gwu.edu/>

Off campus students have full access to all of the research resources, services, and assistance that the Library offers. The GW community has access to 500+ online subscription databases and to millions of items, electronic and print, in the library catalog. Off-campus students even have additional privileges because the Library will FedEx print materials to your home. Call the Ask Us desk at 202-994-6048 or visit go.gwu.edu/ask to contact someone at the library to answer any questions. For questions beyond “Do you have this book/article?” and “How do I login?” use the website mentioned to make a research consultation appointment with a librarian. Librarians are there to guide students through any aspect of the research process, from selecting and narrowing a topic, crafting a research strategy to citation management.

In the Event of an Emergency or Crisis During Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at **[fill in proximate location]** in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University’s operating status: <http://www.campusadvisories.gwu.edu/>.

Attendance Policy

Attendance is vital for this course. Many of our classes will consist of in-class group exercises and presentations by some of the top political professionals in the business. This will afford students an opportunity to see how the law actually is applied in politics and its impact on campaign strategy. There is no way to make-up these experiences if students are absent from class. Furthermore, students still will be responsible for incorporating any relevant material covered in class in their written assignments. Students should inform the instructor before class if they will not be in attendance. More than two absences will have a significant adverse impact on students’ evaluation and grade.

Out-of-Class/ Independent Learning Expectation

Over the course of the semester, students will spend at least 2 hours (100 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 7 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 70 hours preparing for class.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Michael Cohen
Interim Director, Political Management Program
michaeldcohen@gwu.edu | 202-994-5512

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Political Management Program Objectives

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills so as to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no “do-overs” because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.

Course Description and Overview

This course provides a comprehensive overview of the rules that govern campaign activity and the electoral process and the impact that these rules have on candidates’ strategies and election outcomes. We will examine relevant statutes, regulations, and case law in the areas of candidate eligibility, party nominations, campaign finance, voting rights, gerrymandering, election administration, and scandals. We also will analyze how the rules are applied practically during the course of an election campaign and create opportunities and challenges for candidates’ campaign strategies. The course will provide students a greater understanding of the structural parameters that govern campaigns and elections through a variety of practical reading materials, films, and guest speakers who work as campaign professionals every day.

Course Learning Objectives

1. Understand the statutes, regulations, and case law that govern campaigns & elections
2. Develop campaign strategies that account for the rules governing campaigns & elections in a variety of political environments
3. Understand the impact of campaigns & elections rules on election outcomes
4. Develop arguments in support or opposition to rule changes that address implications for democratic theory and the public interest
5. Write effectively for a professional audience

Course Requirements

Attendance and class participation are vital to students’ success in this course. To facilitate thoughtful and engaging participation, students will be required to read and/or view selected course materials for each week’s class and complete assignments due at the beginning of class that demonstrate their preparation. In class, students are encouraged to ask questions and required to discuss the course material and participate in in-class simulations and debates. Students also will complete three professional memos that outline a strategy for navigating current rules or developing a persuasive message for changing existing rules in their favor. These memos also will allow students to demonstrate their ability to connect content from various parts of the course and apply it to a new context.

Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Strategy Memo #1	<ul style="list-style-type: none"> • Develop campaign strategies that account for the rules governing campaigns & elections in a variety political environments • Understand the impact of campaigns & elections rules on election outcomes • Write effectively for a professional audience 	June 6	20%
Strategy Memo #2	<ul style="list-style-type: none"> • Develop campaign strategies that account for the rules governing campaigns & elections in a variety political environments • Understand the impact of campaigns & elections rules on election outcomes • Write effectively for a professional audience 	June 27	20%
Strategy Memo #3	<ul style="list-style-type: none"> • Develop campaign strategies that account for the rules governing campaigns & elections in a variety political environments • Understand the impact of campaigns & elections rules on election outcomes • Write effectively for a professional audience 	July 25	20%
Weekly Assignments	<ul style="list-style-type: none"> • Understand the statutes, regulations, and case law that govern campaigns & elections 	Beginning of each class	20%
Attendance and Participation	<ul style="list-style-type: none"> • Develop arguments in support or opposition to rule changes that address implications for democratic theory and the public interest 	Ongoing	20%
Total			100%

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B- 80-82	You’ve completed the assignment, but you are not meeting all of the requirements.
C+ 77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C 73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C- 70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you will be penalized for late submission of assignment(s).

Required Text and Learning Materials

There is no required textbook for this course. Many of the readings for the course will be available as embedded links in the .pdf version of this syllabus. The remaining materials will be made available through Blackboard or email. You should be expected to be assigned approximately 75 pages of reading material a week.

Tentative Course Calendar

*The instructor reserves the right to alter course content and/or adjust the pace to accommodate guest speakers’ schedules and class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Week 1: May 23

Running for Office

What are the rules and laws that govern the eligibility of candidates for office? How do these rules vary across states? How do these rules apply to third-party and independent candidates? What are the informal rules that govern candidate eligibility/ineligibility and candidate success? How and where do the law and political reality intersect?

Reading(s) Due Today:

- US Constitution (relevant sections on elections)

- *U.S. Term Limits, Inc. v. Thornton*, 514 U.S. 779 (1995) [[Syllabus](#)]
- Ronald A. Faucheux, *Running for Office: The Strategies, Techniques and Messages Modern Political Candidates Need to Win Elections* (New York: M. Evans & Company, 2002), chapters 1 and 2.
- Michael Nelson, “The Setting: Broadening the Presidential Talent Pool---for Better and Worse,” in *The Elections of 2016*, ed. Michael Nelson, (Thousand Oaks: Sage, 2017).

Assignment(s) Due Today

None

Week 2: May 30

Party Nominations

What are the rules regarding party nominations and primaries? What are the rules for nominating presidential candidates from primaries and caucuses in the various states to the national party conventions? How does the presidential nomination process vary between Republicans and Democrats?

Reading(s) Due Today

- Stephen Wayne, *Road to the White House 2016*, Tenth Edition (Boston: Cengage Learning, 2016), chapter 1.
- Norrander, Barbara. 2015. *The Imperfect Primary: Oddities, Biases, and Strengths of U.S. Presidential Nomination Politics*, Second Edition. New York: Routledge chapter 3.
- William Mayer, “The Nominations: The Road to a Much-Disliked General Election,” in *The Elections of 2016*, ed. Michael Nelson, (Thousand Oaks: Sage, 2017).

Assignment(s) Due Today

Prepare your questions on the nomination process

Week 3: June 6

Introduction and Overview of Campaign Finance Law

What are the historical origins of current campaign finance law? What are the major legal decisions that laid the framework within which campaigns must operate today to raise money and finance their campaigns? What is the role of the Federal Election Commission (FEC)?

Reading(s) Due Today

- Anthony Corrado, “Money and Politics: A History of Federal Campaign Finance Law,” in *The New Campaign Finance Sourcebook*, ed. Anthony Corrado et al. (Washington, DC: Brookings Institutional Press, 2005), pp. 7-47.
- R. Sam Garrett, *The State of Campaign Finance Policy: Recent Developments and Issues for Congress*, Washington, DC: Congressional Research Service, June 23, 2016), pp. 4-9, skim 10-28).
- John Samples, *The Fallacy of Campaign Finance Reform* (Chicago: University of Chicago Press, 2006), Introduction.

Assignment(s) Due Today:

1. Strategy Memo #1 on reforming the nomination process

2. Prepare your questions on campaign finance law

Week 4: June 13

Super PACs and Independent Expenditures:

What is a Super PAC and how did they emerge as significant players in the electoral process? What are the various mechanisms for independent groups to participate in elections? How are Democratic and Republican Super PACs different in terms of organization and strategy?

Reading(s) Due Today:

- Daniel P. Tokaji and Renata E.B. Strause, “The New Soft Money: Outside Spending in Congressional Elections” (A Project of Election Law @ Moritz, Ohio State University, 2014), pp. 17-27.
- Conor M. Dowling and Michael G. Miller, *Super PAC: Money, Elections, and Voters after Citizens United* (New York: Routledge, 2014), chapter 3.

Assignment(s) Due Today

TBA

Week 5: June 20

Financing Campaigns and Compliance

How do candidates and outside groups raise money and comply with FEC law? On what do campaigns spend the money that they raise? What impact do candidate and independent expenditures have on election outcomes?

Reading(s) Due Today

TBA

Assignment(s) Due Today

TBA

Week 6: June 27

Election Administration

How do absentee voting, vote-by-mail, and early voting work? How have these alternative forms of voting altered campaigns’ voter mobilization strategies? What are election administrators and campaigns doing to ensure the integrity of the vote? How do recounts work on campaigns?

Reading(s) Due Today

Richard L. Hasen, *The Voting Wars: From Florida 2000 to the Next Election Meltdown* (New Haven: Yale University Press, 2013), selected chapters.

Assignment(s) Due Today

Strategy Memo #2 on Campaign Finance

Week 7: July 4 (No class meeting)

Election Administration (cont.)

In lieu of a class meeting, you will watch on your own two films regarding the administration of elections.

Reading(s) Due Today

TBA

Watch

- [Recount: The Story of the 2000 Presidential Election](#). DVD. Directed by Jay Roach. HBO, 2008.
- [So Goes the Nation](#). DVD. Directed by Adam Del Dio and James Stern. IFC, 2007.

Assignment(s) Due Today

TBA

Week 8: July 11

Voting Rights

What is the historical context of legal challenges concerning voting rights, voter identification challenges, ballot access, absentee voting, and voter suppression? What are the historical methods that have been used to prevent individuals from voting? How has the Voting Rights Act impacted campaigns & elections and what are the current challenges to The Act? What the methods by which activists may counter voter suppression efforts? Have rules that limit voter access to polls changed election results?

Reading(s) Due Today

TBA

Assignment(s) Due Today

TBA

Week 9: July 18

Gerrymandering

What is gerrymandering and how is it related to the Census, reapportionment, and redistricting? How have Congress and the Courts addressed reapportionment and redistricting over time? How are redistricting and racial gerrymandering related to the Voting Rights Act? How are the Courts addressing challenges to partisan gerrymandering? What is the actual process for drawing legislative districts?

Reading(s) Due Today

TBA

Watch

Gerrymandering, directed by Jeff Reichert (Los Angeles: Green Film Company, 2010).

Assignment(s) Due Today

TBA

Week 10: July 25

Conclusions and Future Trends

Reading(s) Due Today

TBA

Assignment(s) Due Today

Strategy Memo #3 on Racial Gerrymandering

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.