

Revised 7/23/07

## PROPOSAL SUMMARY AND ROUTING FORM


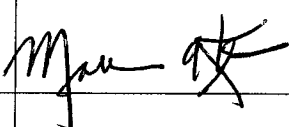

**Proposal Title:** Campaigns/Presidential Primaries

**Initiating Unit or Individual:** Social Sciences Department

**Contact Person's Name:** Donald Roy e-mail: royd@ferris.edu phone: 231 591 2764

**Date or Term of Proposal Implementation:** spring 2008

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- XX** Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

| Group/Individual                 | Signature   | Date     | Vote/Action *   |
|----------------------------------|---|----------|---|
| Program or Academic Unit Faculty |   |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Department Faculty               | n/a   |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Department Head                  |  |          | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |
| College Curriculum Committee     |   |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Dean                             |  | 10/12/07 | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |
| University Curriculum Committee  |   |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Senate                           |   |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Academic Affairs                 |  | 10/19/07 | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |

\* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

|  |   |   |
|--|---|---|
| <b>To be completed by Academic Affairs</b> |   |   |
| President (Date Approved) _____            | Board of Trustees (Date Approved) _____ | President's Council (Date Approved) _____ |

REC'D OCT 17 2007

**1. Proposal Summary**

Our students should get more involved regarding the inside of American politics and in this case that means political campaigns. Each student will become a "campaign manager" for an existing presidential primary candidate. Each student will then research that candidate, and the Internet makes that quite easy and rewarding. A campaign manager's textbook will be read and discussed in class (this is a one credit course meeting one hour a week). And the end goal is for each student to construct a powerpoint presentation of a campaign ad (5 to 10 minutes long) demonstrating the appeal to voters of their candidate.

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b>                     |
|---------------|---------------|----------------------------------|
| PLSC          | 290           | Campaigns/Presidential Primaries |

**b. Courses to be Deleted From FSU Catalog:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**c. Existing Course(s) to be Modified:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**d. Addition of existing FSU courses to program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**e. Removal of existing FSU courses from program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

# FORM E

## NEW COURSE INFORMATION FORM

*See Sample – Limit to Two Pages Please*

### Course Identification:

| Prefix: | Number | Title                            |
|---------|--------|----------------------------------|
| PLSC    | 290    | Campaigns/Presidential Primaries |

### Course Description:

This one credit course will cover what it takes to be a campaign manager. Each student will choose one of the existing presidential primary candidates as the basis for their research. Each class meeting will cover the stages in the campaign process.

### Course Outcomes and Assessment Plan:

Students will be required to do a powerpoint presentation at the end of the course that will be a campaign ad for the candidate that they chose to research. Students will be assessed on how well they cover the basic ingredients of a campaign commercial and whether they successfully reach their "target audience". They will also have to submit a paper that explains how their presidential candidate can be evaluated in terms of the basic characteristics and requirements of an effective campaign. Students will be assessed on the basis of how well they use the required textbook and class discussion.

### Course Outline including Time Allocation:

Campaigns are characterized by the 4 M's, the 3 T's and the 3 I's.

Manager: choosing a candidate; overview of the role of the manager the FIRST class meeting as well as what political party primaries are all about

Target audience: who are you going to target as the most likely voters to support you SECOND class

Trial on the Trail: how are you going to campaign, an endurance contest, SECOND class

Issues (least important, sadly): what issues can you find that fit your candidate that can be translated into something catchy and simple, the basis for a campaign theme THIRD class

Integrity: relate this to the issue stances and how you will appear before the public THIRD class

Theme (slogan): devise one or two slogans, rhymes really help FOURTH class

Media: what media are you going to use and how pay for it? FIFTH class

Images: FIFTH class, this goes along with the TV medium

Money: how are you going to raise money, the art of fund raising, SIXTH class

Momentum: candidates need to get momentum and peak at the right time, SEVENTH class

The Problem of Campaign Spending and Regulations, EIGHTH class

Polling issues, NINTH class

Bringing in Volunteers, TENTH class

Fliers and Brochures, ELEVENTH class

Negative Campaigning, a good or a bad idea, TWELVE class

Powerpoint Presentations, THIRTEEN through FIFTEENTH classes

**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

**Create New Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 200801 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
 Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.**

a. Course Prefix PLSC      b. Number 290      c. Enter Contact Hours per week in boxes.  
 LECTure     LAB     INDEpendent Study – Check (x)   
 Practicum:       Seminar:

d. Course Title: Campaigns/Presidential Primaries (Limit to 30 characters/spaces.)

e. College Code:     f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable     Fixed    h. Minimum Credit Hours 1    i. Maximum Credit Hours 1

j. May Be Repeated for Added Credit: Check (x)  Yes    x No

k. Levels: Check (x) X Undergraduate     Graduate     Professional

l. Grade Method: Check (x) X Normal Grading     Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes    X No

n. Equivalent course: Prefix     Number     See instructions on Replacement courses.

**o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.**

Students will become campaign managers. They will choose a presidential primary candidate and then apply what they have learned about managing a successful campaign to their candidate. The end goal is a powerpoint presentation of a campaign ad putting their candidate in the best possible light to attract voters.

p. Term(s) Offered: spring 2008 (See instructions for listing.)    q. Max. Section Enrollment: 15

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces.

UCC Chair Signature/Date: \_\_\_\_\_

Academic Affairs Approval Signature/Date: \_\_\_\_\_

*Donald Flierberg* 10/19/07

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_

REC'D OCT 17 2007

**COURSE DESCRIPTION:**

This one credit course will cover what it takes to be a campaign manager. Each student will choose one of the existing presidential primary candidates in the running as the basis for their own research. Each class meeting will cover the stages in the campaign process, which will be the basis for understanding and then acting out your role as campaign manager.

**REQUIRED TEXTS:**

Catherine Shaw. *The Campaign Manager*. Westview Press, 2004.

**COURSE OUTLINE:**

- I. Campaigns can be defined thoroughly by the 4 M's, the 3T's, and the 3I's of campaigning.
- II. Research techniques need to be developed to ferret out the information needed to represent your candidate.
- III. Effective communication skills need to be developed (e.g., by watching previous campaign commercials).

**COURSE OBJECTIVES:**

1. To learn the inner workings of what campaign managers do in order to construct an effective campaign.
2. To develop a powerpoint presentation that is an television ad that would highlight what is most attractive about your own presidential candidate
3. To learn effective political communication and organization skills.

**IMPLEMENTATION:**

This is a seminar class, which means that students will come prepared to talk and discuss the topic(s) assigned for each class. There will be some films shown that will be the focus for discussion. Practical advice will be given for developing a strong campaign for every candidate.

## PAPER ASSIGNMENT

You will write a five-page paper covering how your chosen presidential candidate can best utilize his/her assets and diminish his/her deficits in order to win presidential primaries. Your paper will be assessed on the basis of how well you deal with a campaign theme, the target audience, how to use the media, how to fund raise, what the key issues are, how to get momentum, and, in general, how to carry out a successful campaign in a very competitive field of candidates. Most of these topics are covered in your textbook and will be discussed in class. Now you have to apply this to your own candidate and this means some Internet researching.

## POWERPOINT PRESENTATION

Your powerpoint presentation will follow naturally from what you learned writing your five-page paper. You will be assessed on how well you creatively put together a campaign commercial that attracts voters on the basis of what you have learned about throughout this course.

## CONTACT:

My office is located in the ASC 2092 and my office phone is 591-2764. My office hours are:  
Mondays, Wednesdays, and Fridays 11 to 3pm    OR BY APPOINTMENT  
e-mail: royd@ferris.edu

## GRADING:

Classroom participation: 30%  
Five-Page paper: 30%  
Powerpoint presentation: 40%

## MANDATORY ATTENDANCE POLICY:

If there are more than three UNEXCUSED absences, then you receive an F.

## ASSIGNMENTS

- First Class Introduction to the course and its requirements  
Choosing your presidential candidate  
The 4 M's, 3T's, and 3 I's
- Second Class Target audience, who are you going to target for your candidate?
- Third Class What are the key issues?
- Fourth Class Developing a theme or slogan
- Fifth Class How to use the media
- Sixth Class The art of fund raising
- Seventh Class The Big Mo (momentum)
- Eighth Class Campaign spending regulations
- Ninth Class Polling
- Tenth Class Finding Volunteers
- Eleventh Class Fliers and Brochures
- Twelfth Class Negative Campaigning
- Thirteen Class Powerpoint presentations
- Fourteenth Class Powerpoint presentations
- Fifteenth Class Powerpoint presentations

## College of Arts and Sciences

October 15, 2007

**TO: Thomas Oldfield, Vice President of Academic Affairs**

**FR: Matthew A. Klein, Dean** *MAK*

**RE: PLSC 290 – Campaigns/Presidential Primaries**

Enclosed for your information is the proposal for PLSC 290 – Campaigns/Presidential Primaries which I have approved to be offered Spring 2008 by the Social Sciences Department.

Thank you.

**Cc: Andy Karafa**  
**Valerie Greenfield**