FSU

MASTER'S IN APPLIED AMERICAN POLITICS & POLICY

CURRICULUM GUIDE

This Curriculum Guide was developed in collaboration with MAAPP faculty to provide current and prospective students with details on MAAPP course offerings. Faculty members provided course descriptions and learning objectives that reflect their courses as of the Fall 2025 semester. Official course descriptions are found in the FSU Bulletin.

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Curriculum Overview

Core Courses

Fundamentals of Political Management POS 5203. This course counts as the Fundamentals core course and must be successfully completed for the MAAPP degree.

This course gives foundational knowledge about, and a common framework for, grasping contemporary American politics. The course offers a critical examination of the operation of American political institutions and the philosophical and political environment in which these institutions function.

This course challenges students to become informed, articulate, and ethical contributors to American political life, providing a solid foundation for those pursuing careers in politics, policy, or public service. This course offers a comprehensive foundation in contemporary American politics, offering students an analytical framework to understand the complexities of American political institutions and the philosophical and political environments in which they operate. Serving as a core course for the MAAPP degree, this class equips students with the tools to critically examine the dynamic and evolving political landscape of the United States.

Through a combination of readings, class discussions, and real-world applications, students will engage deeply with core political concepts, ideologies, and discourse. Assignments will challenge students to apply theoretical knowledge to current political issues, enabling them to understand and navigate the practicalities of political engagement. By the end of the course, students will have developed a clear and applied comprehension of key aspects of American politics. They will be prepared to pursue successful careers in the political arena.

Course Objectives:

1. Identify the dynamics of political ideologies and belief systems in contemporary American politics.
2. Understand the historical origins and foundational principles of political thought that shape the American political system.
3. Analyze the characteristics of high-quality written and oral political communication.
4. Apply scientific inquiry methods to investigate and address fundamental political questions.
5. Recognize and articulate the traits of sound political discourse in both formal and informal contexts.
6. Synthesize and critically assess published research to evaluate the state of knowledge on key political issues in the U.S.
7. Identify ethical and non-ethical behavior in political practice and engage with ethical decision-making frameworks.

8. Utilize the elements of non-violent communication in political discourse to promote understanding and resolve conflict.
9. Demonstrate a comprehension of the leadership skills and attributes necessary for success in political careers.
10. Develop a strategic career plan and a comprehensive portfolio of materials to support a viable political career trajectory as a candidate or public employee.

Political Communication and Message Development POS 5276. Students must successfully complete this course or Applied Media Selection & Application POS 5256 to satisfy the Communications Core and earn the MAAPP degree**.** For students successfully completing both courses, one will count for the Communications Core and the other will count as an elective.

This course offers an in-depth exploration of the specialized forms of communication used by political professionals. Students will learn how to craft strategically sound and rhetorically powerful messages for electoral campaigns, policy campaigns, and crisis situations, as well as how to evaluate political messages critically. This is a course designed for students pursuing a degree in politics or public service or as an elective for other fields. This course equips students with the skills necessary to develop and evaluate effective political communication strategies aimed at persuading and influencing public opinion.

The course emphasizes real-world applications, with assignments, activities, and discussions focused on the key principles of political messaging. Students will engage in interactive lessons that highlight the importance of research in communication, message sequencing, and narrative-building. Through these experiences, students will also explore various communication channels and their use in political campaigns and crisis management. In addition, the course introduces students to a wide range of career opportunities available to political communications professionals, providing them with a practical understanding of the field.

Upon completion, students will be prepared to design and assess political communications strategies in real-world settings, equipping them with the tools to pursue careers in political, public relations, and communications roles.

Course Objectives:

1. Identify and critically evaluate political messaging examples from electoral, policy, and crisis campaigns, demonstrating the ability to assess their strengths and weaknesses through case study analysis.
2. Develop persuasive communication strategies that integrate research, storytelling, and message sequence, creating messages that resonate with target audiences.
3. Demonstrate enhanced communication skills in writing and presentations, showcasing clear, compelling, and persuasive political messaging in both written formats and oral presentations.

4. Understand the wide range of career opportunities available to political communications professionals, mapping out potential career paths and necessary qualifications.
5. Apply the principles of strategic message construction, including audience analysis and narrative-building, to design tailored communication strategies for political campaigns.
6. Analyze the role of media channels and social platforms in disseminating political messages, demonstrating the ability to select appropriate channels for message delivery.
7. Critique political messaging from different political campaigns and public figures, providing constructive feedback on message effectiveness based on rhetorical techniques and audience impact.
8. Use research methods to support political communications strategies, design surveys, focus groups, or data analysis to inform message development.
9. Assess the ethical implications of political communication practices, identifying ethical dilemmas and suggesting responsible communication approaches in political messaging.
10. Develop crisis communication strategies, crafting messages to manage public perception and maintain credibility in high-stakes situations.
11. Evaluate the effectiveness of political communication strategies by measuring audience engagement, using tools like surveys or media analysis to determine message impact.
12. Collaborate with peers to design and implement communication strategies for political campaigns or public relations initiatives, working effectively in teams to achieve strategic objectives.

Media Selection and Application POS 5256. Students must successfully complete this course or Political Communication and Message Development POS 5276 to satisfy the Communications Core and earn the MAAPP degree**.** For students successfully completing both courses, one will count for the Communications Core and the other will count as an elective.

This course offers an in-depth exploration of the strategic choices involved in media use for political and electoral campaigns. Once those choices are evaluated, student will be offered a primer on using various communications tools. As the media landscape continues to evolve, students will engage with both theoretical frameworks and practical applications to navigate the complexities of modern communications.

The course begins with foundational theories of media and media selection, emphasizing their relevance in the context of local races, followed by firsthand experiences in media strategy formulation and application. Through interactive lectures, discussions, and guest speaker sessions featuring industry practitioners, students will analyze case studies and current events, enhancing their grasp of effective media strategies in political communication. Assignments will foster critical thinking and practical skills, preparing students for future roles in political and public relations

environments. The course involves a great deal of reading and writing assignments to accomplish course objectives.

Course Objectives:

1. Analyze key theoretical concepts related to media, media selection and application in political and related communications.
2. Assess various media channels and their effectiveness for local political and related electoral initiatives.
3. Create media plans tailored to local political campaigns, considering unique community dynamics, available media and related tools for reaching different audiences.
4. Critically examine real-world case studies to identify successful media strategies and their impact on political outcomes.
5. Participate in discussions and activities that promote collaborative learning and critical analysis of media practices.
6. Apply course concepts to analyze and discuss current events and emerging trends in media and politics.
7. Enhance written and verbal communication skills through assignments and active in-class participation focused on media selection and application strategies.
8. Gain knowledge from guest lecturers who are experienced professionals in political communication and media.
9. Utilize peer and instructor feedback to refine media strategies and improve overall campaign effectiveness.
10. Investigate ethical dilemmas related to media use in political campaigns and develop guidelines for responsible communication.
11. Recognize and respond to shifts in the media landscape, incorporating new tools and technologies into campaign strategies.
12. Cultivate critical thinking skills to evaluate the effectiveness of various media approaches and their implications for public engagement.

The Campaign Process POS 5274. Students must complete this course or Creating Compelling Campaigns POS 5255 to satisfy the Campaigns Core and earn the MAAPP degree. For students completing both courses, one will count for the Campaigns Core, and the other will be an elective.

This course equips students with the skills and knowledge to manage modern political campaigns successfully. Focusing on the multifaceted challenges faced by political consultants, campaign managers, and grassroots staff, students will develop comprehensive campaign plans integrating key resources and strategies necessary for electoral success. The course covers critical topics such as targeting, message and issue development, fundraising and budgeting, and effective media use.

Through interactive discussions, guest speakers, and reading assignments, students will engage with the complexities of American political campaigns, exploring the

evolution of candidates, the role of surrogates, opposition research, public opinion polling, and voter demographics. By fostering a dynamic learning environment, this course prepares students to navigate the intricacies of campaign management and implement strategies designed to resonate with voters.

Course Objectives:

1. Analyze the complexities and challenges of managing a political campaign within the American landscape.
2. Create detailed campaign plans incorporating targeting, messaging, fundraising, and resource management.
3. Assess the role of various media platforms, including traditional and digital media, in shaping campaign narratives and voter perceptions.
4. Develop compelling messages tailored to different voter demographics and campaign issues.
5. Learn techniques for conducting effective opposition research to inform campaign strategies and messaging.
6. Interpret polling data to understand public sentiment and adjust campaign strategies accordingly.
7. Design and execute fundraising plans that align with campaign goals and budgetary requirements.
8. Explore best practices for recruiting, training, and managing volunteers to maximize campaign outreach.
9. Analyze the implications of current political events on campaign strategies and voter engagement.
10. Understand the significance of field operations in voter outreach and mobilization efforts.
11. Gain understanding from experienced practitioners through guest lectures and Q&A sessions, enhancing practical knowledge of campaign management.
12. Cultivate critical thinking and critical thinking skills to navigate the evolving challenges of political campaigns effectively.

Creating Compelling Campaigns POS 5255. Students must successfully complete this course or The Campaign Process POS 5274 to satisfy the Campaigns Core and earn the MAAPP degree**.** For students successfully completing both courses, one will count for the Campaigns Core and the other will count as an elective.

This course prepares students to become versatile political practitioners equipped with the skills, tools, and mindsets necessary for success in today's dynamic political landscape. Emphasizing creative and persuasive campaign tactics, students will learn to navigate various roles within political campaigns, applying principles of marketing and advertising to develop compelling strategies that engage and mobilize voters.

Through a combination of interactive lectures, applied learning activities, and collaboration with experienced guest speakers, students will create impactful campaign content and materials. The course will also focus on persuasion and its critical role in

campaign activities. By the end of the course, students will have a portfolio of work that enhances their marketability to campaigns seeking talented and effective staffers.

Course Objectives:

1. Develop foundational skills and tools necessary for effective participation in various roles within political campaigns.
2. Analyze the principles of marketing and advertising and their applicability to political campaign strategies.
3. Explore the science of persuasion and learn how to implement persuasive tactics in campaign messaging and outreach.
4. Design and produce compelling campaign materials, advertisements, and digital content that resonate with target audiences.
5. Learn to formulate creative campaign tactics that effectively communicate candidates' messages and capture voter interest.
6. Engage in hands-on projects that simulate real-world campaign scenarios, allowing for the practical application of theoretical concepts.
7. Work in teams to develop and present campaign projects, enhancing collaboration and communication skills.
8. Stay informed about current political events and trends, discussing their implications for campaign strategies in class.
9. Gain experience from guest lecturers who are experienced political practitioners, providing practical knowledge and networking opportunities.
10. Compile a portfolio of created campaign content and projects that reflect skills and creativity, enhancing job market competitiveness.
11. Reflect on feedback from peers and instructors to continuously improve campaign strategies and content quality.
12. Strengthen critical thinking abilities to evaluate campaign effectiveness, assess strategies, and adapt to the evolving political landscape.

Political Research POS 5335. Students must successfully complete this course or Applied Policy Analysis PUP 5045 to satisfy the Policy/Research Core and earn the MAAPP degree**.** For students successfully completing both courses, one will count for the Policy/Research Core and the other will count as an elective.

This course offers students a comprehensive knowledge of the interplay between research methods, policymaking, social and political theory, and communication strategies within the political arena. As the dynamics of politics evolves with advancements in opinion research, election forecasting, and media communication, students will explore innovative research techniques essential for effective decision-making in politics.

The course emphasizes the importance of both theoretical foundations and practical applications, allowing students to gather observations, analyze data, and leverage findings to inform policy and campaign strategies. Through the examination of real-

world policy issues, students will propose, plan, and present thorough evaluations of political research utilized in the policymaking process.

Course Objectives:

1. Apply foundational concepts of political research, including research design, sampling techniques, observation methods, measurement, and interpretation.
2. Assess the validity and reliability of various political research studies and their implications for policymaking.
3. Identify and utilize diverse sources of political information effectively in the policymaking process.
4. Analyze and compare different types of political research and their respective influences on political strategies and outcomes.
5. Gain proficiency in a variety of analytic tools used by political practitioners to produce and interpret political information.
6. Develop and formulate new observation methods that leverage theoretical advancements in political research tailored to the unique needs of the political environment.
7. Identify the role of political research in both federal and state policymaking processes from the perspectives of practitioners and public officials.
8. Propose, plan, and present a detailed evaluation of the political research processes used in real-world policymaking scenarios.
9. Translate theoretical knowledge into practical research methodologies that enhance political advocacy and mobilization strategies.
10. Apply course concepts to analyze contemporary political issues, drawing connections between research methods and their impact on policy decisions.
11. Work collaboratively on research projects that simulate real-world political environments, enhancing teamwork and communication skills.
12. Critically reflect on the ethical implications and challenges associated with conducting political research and its influence on public policy and opinion.

Applied Policy Analysis PUP 5045. Students must successfully complete this course or Political Research POS 5335 to satisfy the Policy/Research Core and earn the MAAPP degree**.** For students successfully completing both courses, one will count for the Policy/Research Core and the other will count as an elective.

This course provides students with in-depth knowledge of public policy analysis. Students who successfully complete the course must demonstrate that they understand the nature of different policy problems, the tools available to address public policy problems, how to read and produce policy analysis memos, and the strength and weaknesses of different types of scientific evidence from which policy decisions are based.

Students will study, discuss, and analyze public policy in the areas of Federalism, intergovernmental relations, rulemaking, regulations, economic policy, government budgeting, crime, education, civil rights, immigration, social welfare, healthcare,

environmental, and energy policy. The overarching goal is to examine and discuss public policy objectively and analytically, focusing on evaluating the quality of information and assessing our beliefs considering credible evidence available.

Course Objectives:

1. Understand how personal stories and experiences shape perceptions of public policymaking and influence policy outcomes.
2. Recognize the various institutional and non-institutional actors involved in the policymaking process and their respective roles in driving policy adoption.
3. Illustrate the complexity of the public policymaking process, moving beyond the simplistic view of “how a bill becomes law.”
4. Examine how public policy is a profession driven by expertise and the implications this has for policy formulation and implementation.
5. Distinguish between policy analysis and the policy process, learning how each contributes to effective policymaking.
6. Assess how public policy impacts everyday life and the importance of recognizing these effects in the policymaking process.
7. Clearly articulate a comprehensive definition of public policy, including its scope and significance in society.
8. Discuss the context of public policy, including the various challenges that complicate the achievement of policy goals.
9. Utilize the six steps of the stages heuristic model of public policy to analyze real-world policy issues and develop informed recommendations.
10. Articulate the strengths and weaknesses of competing public policy models, fostering a critical comprehension of their applications.
11. Describe how Federalism affects public policy, particularly in contentious issues and analyze its implications for state and federal relationships.
12. Identify the differences between regulatory processes and compliance, exploring how regulations affect various aspects of life and the broader implications of rulemaking.
13. Explore foundational concepts associated with economic policy, including the roles of monetary and fiscal policy, and identify key actors and statutes influencing economic decision-making.
14. Analyze social welfare policies, including programs like TANF and Medicaid, and understand the historical, political, and public opinion factors that shape these initiatives.
15. Identify the complex web of actors involved in environmental and energy policymaking, discussing significant challenges and the historical context of current policies.
16. Assess the structure of education in the United States, the evolution of public schools, and the roles of various stakeholders in shaping education policy today.
17. Investigate the evolution of U.S. immigration policy, including the roles of institutional and non-institutional actors, and consider future opportunities for policy reform.

18. Recognize the role of government and private programs in providing health care, identifying major laws and persistent issues in health care policy and social welfare.

Elective Courses

Students complete at least four courses from MAAPP electives, or Department-approved courses offered outside of the program. The electives listed below are regularly offered.

Periodically, MAAPP will offer additional “special topics” courses that count as electives. Students will be notified in advance when these courses are offered.

Applied Advocacy POS 5465. This course offers an in-depth exploration of the fundamentals of advocacy, focusing on strategic and tactical approaches essential for effective lobbying. Students will gain a comprehensive knowledge of how to develop and implement advocacy strategies aimed at influencing the executive and legislative branches across federal, state, and local levels. Emphasizing the intricacies of the budget process, the course equips students with the skills to navigate various lobbying strategies and manage government affairs within corporations and trade associations.

Throughout the course, students will engage in critical analysis of the policymaking processes from the perspectives of both professional advocates and public officials. They will learn to differentiate among various types of lobbyists and advocacy organizations, as well as grassroots movements, enhancing their ability to work within diverse political contexts. Key political institutions and their impact on advocacy will be examined alongside the ethical guidelines that govern the profession.

Students will also study the procedural aspects of legislative sessions, committee meetings, and budgetary processes, enabling them to assess how decisions are made on specific policy issues. A significant component of the course involves the development of a comprehensive advocacy initiative, allowing students to apply their learning in a practical setting. By the end of the course, students will be well-prepared to negotiate policy solutions, create effective career plans in advocacy, and contribute meaningfully to the policymaking landscape.

Course Objectives:

1. Compare and contrast the federal and state policymaking processes from the perspectives of professional advocates and public officials.
2. Identify and differentiate among various types of lobbyists, advocacy organizations, and grassroots movements to understand their roles in the political landscape.
3. Identify key political institutions and evaluate their influence on the advocacy profession and policymaking.
4. Assess and evaluate sources of political information and their application in the policymaking process.
5. Identify and articulate the basic rules, laws, and ethical standards that govern lobbying and advocacy practices.
6. Explain the procedures and schedules for committee meetings, budget processes, and legislative sessions to understand the legislative environment.

7. Analyze the legislative and regulatory processes through which decisions are made on specific policy and budget issues.
8. Develop, plan, and present a comprehensive advocacy initiative aimed at gaining approval for a specific policy change.
9. Examine and apply strategies for negotiating policy solutions with both allies and opponents in the advocacy context.
10. Implement effective lobbying tactics tailored to influence the executive and legislative branches at various government levels.
11. Explore methods for managing government affairs within corporations and trade associations effectively.
12. Design a strategic career plan for becoming a successful professional advocate within the political and public policy arenas.

The Florida Legislative Process POS 5185. This course is an in-depth examination of the Florida Legislature, focusing on its law-making processes, budget formulation, and the interplay between the legislative, executive, and judicial branches. Students will explore how the Florida Legislature represents constituents, addresses constitutional constraints, and maintains the integrity of its operations. The course highlights the appropriations process, committee structures, and the various legislative procedures that govern bill passage, including amendments, voting, and vetoes. Through critical analysis and practical case studies, students will deepen their appreciation of the dynamics within Florida's state government and the implications for public policy.

Course Objectives:

1. Assess and evaluate the relative policy-making powers and functions of Florida's three branches of government: legislative, executive, and judicial.
2. Compare and contrast the operations and institutional capacities of the 50 state legislatures that function as professional, full-time bodies versus those that operate part-time.
3. Analyze and interpret changes incorporated in legislation that underwent the committee substitute process.
4. Distinguish among various legislative procedures, including floor amendments, bill readings, reconsideration, engrossing, messaging, enrolling, and voting.
5. Develop a comprehensive analysis of the effects and implications of specific pieces of legislation.
6. Consider the limitations set by the Florida Constitution and interpret how Florida courts have addressed some of these rights and requirements.
7. Determine which types of Florida legislation are subject to appropriations review and analyze their significance.
8. Evaluate a Florida legislative or congressional district that has faced legal challenges based on allegations of gerrymandering (only in decennial census years).
9. Identify and describe a major feature of another state's budget process and compare it to Florida's unique approach.

10. Interpret Florida's regulations governing lobbyists and evaluate their impact on the legislative process.
11. Explore the role of committees in the legislative process and their impact on shaping legislation and policy outcomes.
12. Discuss contemporary issues facing the Florida Legislature and propose informed solutions based on course learnings.
13. Distinguish policy-making at the state level from Congressional policy-making.

Political Fundraising POS 5096. The goal of this course is to introduce students to the basic principles of raising money for candidates for elected office. While fundraising might conjure up images of smoky back-room deals, expensive dinners and horse-trading, political fundraising is a difficult and highly specialized profession within the political sphere, making it an ideal skill for MAAPP students to acquire. Every assignment in this class is work an actual fundraising professional would undertake.

Using current candidates for political office in Florida and the data associated with them, combined with an underpinning of campaign finance regulations, students will learn the basic mechanics of actual fundraising by assuming the position of finance director for a Florida State or House candidate. Students will apply the information provided by in-course lectures by the instructor, reading assignments, and research assignments to produce fundraising materials and projects based upon real-world campaigns. The course will culminate in the production of a fundraising portfolio for the student's candidate of choice.

Course Objectives:

1. Understand how to access campaign finance reports and analyze them for relevant political and finance data.
2. Perform donor research and targeting.
3. Demonstrate a functional understanding of state campaign finance law and applications.
4. Produce fundamental fundraising print material, including call sheets, blast emails, and mail solicitations.
5. Understand the mechanics and implementation of fundraising events.
6. Identify how real-world political fundraising operates.

Money in Politics POS 5698 – Special Topics. The goal of this course is to examine state and federal campaign finance structures and other political entities using real-world examples. What makes a Super PAC super? What is dark money and how can we shine a light on it? Are corporations people, too? If you've ever asked yourself these or similar questions, this is the course is for you. Using real-world political finance data, students will explore fundraising mechanics and finance laws for federal campaigns, state and national political parties, political committees, dark money entities and the intersection thereof.

While no academic class is a substitute for a qualified elections law attorney, a familiarity with campaign finance issues is a skill that any political operative - regardless of specialization - can use throughout their career. Understanding the way money is raised, moved and spent, and the ability to find and properly interpret finance reports, provides actionable political data that would otherwise remain obfuscated.

Course Objectives:

1. Understand how to access state and federal campaign and other finance reports and analyze them for relevant political and finance data.
2. Understand the principles underpinning state and federal campaign finance regulations and the differences between them.
3. Identify how political entities other than candidate campaigns are governed and by whom.
4. Demonstrate an understanding of how local, state and national parties raise and spend money in relation to candidate campaigns.
5. Articulate real-world state and federal fundraising scenarios and commensurately understand the underlying issues and laws associated with contemporary news articles on the same.
6. Identify sources for answers to questions not answered directly in this course but that are relevant to campaign finance issues now or in the future.
7. Understand how and why campaign finance regulations came to be, what problems they attempt to solve, and be able to analyze their efficacy, especially in comparison to one another.
8. Identify the complexity of campaign finance law and the implications of breaking it.
9. Articulate how the intersection of these various campaign finance regulations impact candidate campaigns and the general perception of campaign finance and fundraising.

Applied Local Politics POS 5698 – Special Topics. This course is designed to immerse students in the intricate workings of local government, examining its various functions and the dynamics of local political arenas. This course emphasizes the significance of local governance, from county governments and municipal administrations to school boards, as the most immediate form of governance affecting citizens' daily lives. Through a combination of discussions, readings, and practical assignments, students will engage with real-world local government issues, fostering a comprehensive understanding of the mechanisms that drive local policy and decision-making.

Students will begin by exploring the foundational roles and responsibilities of local governmental bodies and gaining knowledge of how these entities operate and interact with citizens. By analyzing case studies and engaging in group projects, participants will study the nuances of local governance, including the challenges and opportunities faced by elected officials and public administrators. The course will also emphasize the

importance of community engagement, encouraging students to develop strategies for fostering active participation in local decision-making processes.

By the end of the course, students will be equipped not only to advocate for their communities but also to propose actionable solutions to local governance challenges. They will hone critical thinking and analytical skills, enabling them to anticipate policy outcomes and negotiate effectively with various stakeholders. Ultimately, this course aims to empower students to become informed, active participants in their local political landscapes, preparing them for successful careers in public service, advocacy, or civic leadership.

Course Objectives:

1. Analyze the roles and responsibilities of various local governmental bodies, including county, city, and school board administrations.
2. Distinguish the differences and similarities between county governments, municipal governments, and school boards in terms of their functions and authority.
3. Recognize key political institutions at the local level and assess their influence on public policy outcomes.
4. Understand the processes involved in decision-making related to specific policy and budget issues within local governments.
5. Propose, plan, and present a comprehensive civic action plan aimed at addressing a specific issue within local government.
6. Anticipate potential policy outcomes and develop strategic approaches for negotiating solutions with various stakeholders, including allies and opponents.
7. Cultivate skills necessary for effective advocacy and communication within the local political landscape.
8. Examine strategies for increasing community engagement and participation in local government decision-making processes.
9. Analyze ethical issues and dilemmas that arise in local government contexts and develop frameworks for navigating them.
10. Conduct research on contemporary local government issues and utilize analytical skills to evaluate policy alternatives.
11. Create a career plan tailored to achieving success within the political arena, focusing on local governance.
12. Develop teamwork skills through collaborative projects that address real-world local government challenges, fostering a sense of civic responsibility and cooperation.

Data For Campaigns POS 5698 – Special Topics. This course provides a comprehensive introduction to applied data analysis within the context of electoral campaigns and policy-making. Students will learn to effectively access, analyze, and visualize data using the R-programming software language. As data-driven decision-making becomes increasingly vital in legislative and lobbying efforts, this course equips

students with the necessary skills to navigate complex datasets and extract actionable insights.

Through hands-on projects and collaborative learning, students will explore the process of merging data from various sources, identifying and rectifying data issues, and communicating findings to diverse audiences. While no prior programming experience is required, a strong motivation to learn R-programming software is essential. By the end of the semester, students will emerge as confident data analysts, ready to contribute meaningfully to their current or future employers in the field of policy advocacy and campaign strategy.

Course Objectives:

1. Access and retrieve relevant datasets for electoral campaigns and policy analysis.
2. Merge and integrate data from multiple sources for comprehensive analysis.
3. Utilize R-programming software to visualize data effectively, enhancing understanding of complex information.
4. Identify and troubleshoot common data quality issues.
5. Implement solutions to rectify identified data problems.
6. Analyze data to make informed decisions regarding target audiences and campaign strategies.
7. Communicate insights from data analysis to non-technical stakeholders clearly and effectively.
8. Develop quantitative and analytical research skills applicable to real-world scenarios.
9. Gain proficiency in R-programming software for data management and analysis.
10. Explore the fundamentals of GIS mapping and its relevance in data visualization.
11. Design and conduct surveys or experiments to gather relevant data.
12. Write analysis summaries and strategic memos that guide campaign and policy decisions.

Earned Media POS 5698 – Special Topics. In an age where information overload is the norm, mastering earned media becomes essential for effective communication strategies. Studying the intricate dynamics of media relations equips students with the essential skills and resilience needed to navigate complex news cycles and ever-evolving media landscapes. Throughout the course, students will explore various facets of earned media, including the strategic development of compelling pitches and the nuanced art of messaging. Additionally, students will delve into the integration of social media platforms to amplify outreach efforts and leverage AI tools for audience analysis, trend forecasting, and crafting tailored campaigns that resonate in a fast-evolving digital landscape.

Utilizing a blend of theoretical frameworks and practical applications, students will dissect successful pitching techniques and learn directly from industry veterans who have navigated the challenges of media relations. Emphasizing the importance of strategic thinking, relationship-building, and ethical considerations, this course prepares students to harness the full potential of earned media coverage effectively.

Participants will engage in direct projects, collaborating with peers to develop and implement a media outreach campaign. The course culminates in a comprehensive media event, serving as a final assessment where students put their skills to the test. By the end of this immersive experience, students will possess a robust toolkit for crafting impactful media narratives, managing crises with confidence, and fostering meaningful connections with journalists and media outlets. This course not only prepares students for real-world applications but also instills a deep appreciation of the principles that guide successful media relations in today's fast-paced communication environment.

Course Objectives:

1. Understand the concept of earned media and its role in marketing and public relations.
2. Identify key players in the media landscape and their influence on public perception.
3. Develop compelling brand narratives and craft messages that resonate with target audiences.
4. Create attention-grabbing headlines and lead sentences for compelling pitches.
5. Recognize appropriate journalists and media outlets for targeted outreach.
6. Tailor messages to specific audiences for maximum impact.
7. Hone storytelling skills to present pitches with clarity and authenticity.
8. Analyze ethical considerations and social responsibility in earned media campaigns.
9. Develop crisis communication strategies to manage reputational challenges effectively.
10. Engage in constructive peer feedback to refine pitching techniques and presentation skills.
11. Explore the emotional aspects of pitching, including handling rejection, and learning from setbacks.
12. Implement effective media outreach campaigns across various scenarios, enhancing communication skills in both initiative-taking and crisis contexts.
13. Leverage AI tools to optimize earned media campaigns, including identifying trends, predicting outcomes, research, and personalizing outreach strategies.

Opposition Research POS 5698 – Special Topics. This course serves as a comprehensive guide to the operation, strategy, and application of opposition research within the political arena. Designed for aspiring political strategists and campaign managers, the course looks at the critical role that opposition research plays in shaping political narratives and influencing voter perceptions. Students will learn the essential

skills needed to identify, analyze, and produce impactful research on political candidates, equipping them with the tools necessary to navigate the complexities of modern campaigning.

Throughout the course, students will engage in firsthand projects, implementing a structured plan to collect, analyze, and synthesize data on various political figures. Key elements of the curriculum include understanding the relevance of opposition research, mastering techniques for sourcing credible information and developing the ability to produce professional, high-quality reports. Additionally, students will explore the ethical considerations and strategic implications of opposition research, preparing them to manage and direct research operations within a political campaign effectively. By the end of the course, participants will emerge with a robust understanding of how to leverage opposition research to enhance campaign strategies and achieve electoral success.

Course Objectives:

1. Understand the relevance and importance of opposition research in political campaigns.
2. Develop skills to find and evaluate credible and citable information on candidates and issues.
3. Analyze candidate information to determine its relevance and potential impact on campaigns.
4. Produce professional, high-quality opposition research reports.
5. Oversee and manage the opposition research operation in a political campaign.
6. Synthesize diverse research findings into actionable strategies for political messaging.
7. Navigate ethical considerations in the use of opposition research.
8. Collaborate effectively with campaign teams to integrate research into broader strategies.
9. Utilize data analysis tools and techniques to enhance research outcomes.
10. Assess the competitive landscape and identify potential vulnerabilities in opposition candidates.
11. Present research findings clearly and persuasively to stakeholders.
12. Develop crisis communication strategies informed by opposition research.

Law and Politics POS 5698 – Special Topics. This course is designed to equip students with a foundational understanding of legal concepts and issues that non-attorneys frequently encounter in the Florida political arena. The curriculum is divided into four comprehensive parts: I) The Florida Courts and the Florida Constitution, II) Legislative Drafting, Statutory Interpretation, and an overview of Administrative Law, III) Federal/State Preemption and Local Government Law, and IV) Election Law and Campaign Finance. Through this structured approach, students will gain knowledge of the intricate relationship between law and politics, focusing on how legal frameworks shape political processes.

Throughout the course, students will learn to identify potential legal issues as they arise and understand the implications of laws, constitutional provisions, and judicial decisions on political actors and organizations. Engaging in case studies, discussions, and practical exercises, students will develop critical skills in legal reasoning and analysis relevant to Florida's political landscape. By the end of the course, participants will be better prepared to navigate the legal challenges within the political world, making informed decisions that align with both legal requirements and political objectives.

Course Objectives:

1. Understand the structure and function of the Florida court system and its constitutional foundations.
2. Analyze the principles of legislative drafting and statutory interpretation.
3. Explore the role of administrative law in the political process.
4. Examine federal/state preemption and its impact on local government law.
5. Understand the regulations governing election law and campaign finance in Florida.
6. Identify potential legal issues within the political environment and assess their implications.
7. Develop skills in legal research and analysis pertinent to political contexts.
8. Evaluate the effects of judicial decisions on political actors and policies.
9. Engage with case studies to apply legal concepts to real-world political scenarios.
10. Enhance critical thinking skills related to political and legal decision-making.
11. Foster effective communication skills for discussing legal issues in a political setting.
12. Prepare for potential legal challenges in political campaigns and governance.

Practicum - POS 5945

The Practicum is a vital component of the MAAPP curriculum, designed to provide direct experience in a professional setting related to your field of study. All students must enroll in POS 5945, MAAPP Practicum, for a total of 12 credit hours. Students have the option of enrolling in the course in one semester for 12 hours or two separate, consecutive semesters for 6 hours each. POS 5945 is offered each semester.

There are two elements of the Practicum: a work requirement and a paper requirement. The Practicum is not available for enrollment during a student's first semester in the program, allowing the student to build foundational knowledge through regular MAAPP coursework. However, students in their first semester of MAAPP are encouraged to begin working on their Practicum paper proposal, outline, and draft. The work requirement is satisfied by contributing 300 hours of work to the practicum. The circumstances of the work are to be arranged between the student and the employer. Students may combine two or more work experiences to accumulate the required 300 work hours. Practicum work hours may be accumulated at any time the student is enrolled in the MAAPP program (work hours performed prior to the student enrolling in

MAAPP do not count towards the practicum work requirement). Full details on the MAAPP Practicum are available in the Practicum syllabus. During the Fundamentals of Political Management course, considerable time is dedicated to helping students understand and prepare for the Practicum.

Core Courses Comparisons

Comparison, Contrast and Overlap Explanation of Objectives for Political Communication and Message Development (hereafter referred to as "**Political Communication**") and Media Selection and Application (hereafter referred to as "**Media"**)

[COMPANION COURSES]

Comparisons

Main Focus
Both "Political Communication" and "Media" focus on the critical components of messaging within political contexts. "Political Communication" emphasizes the crafting and evaluation of persuasive messages for various scenarios, including electoral and crisis situations. It prepares students to strategically influence public opinion. In contrast, "Media" centers on the strategic selection and application of the media channels themselves to effectively disseminate political messages among target audiences, emphasizing the media landscape's ever-changing role in political communication.

Application of Course Material
"Political Communication" emphasizes real-world applications through assignments that require students to develop and assess communication strategies, integrating research and narrative-building. Students engage in crafting messages tailored to specific audiences, thereby applying theoretical principles in practical contexts. Similarly, "Media" focuses on firsthand experiences where students create media plans tailored to local campaigns. Both courses foster a practical understanding of how communication strategies are implemented in real-world political scenarios.

Skills Development
Both courses prioritize the development of communication skills. "Political Communication" enhances students' abilities in writing and oral presentation, focusing on crafting compelling messages. "Media" also emphasizes written and verbal communication but does so through the lens of media strategy, requiring students to articulate concepts clearly in the context of media selection. Both courses promote critical thinking, enabling students to assess and refine their communication approaches effectively.

Learning Outcomes
The learning outcomes for both courses are designed to prepare students for careers in political communication and public relations. "Political Communication" aims for students to design effective messaging strategies and understand ethical implications,

while “Media” focuses on developing comprehensive media plans and analyzing media effectiveness. Each course ensures that students are well-equipped to navigate the complexities of political messaging and media applications.

Career Preparation
Both courses provide significant career preparation from different perspectives. “Political Communication” exposes students to various career paths in political communication, public relations, and crisis management, equipping them with the skills necessary for those roles. “Media,” on the other hand, prepares students specifically for roles that require a working knowledge of various media tools, media strategy, and their applications within political contexts, making students adept at navigating the evolving media landscape.

Contrast

Scope
The scope of “Political Communication” is broader, encompassing various forms of communication used in political contexts, including crisis management and policy advocacy. It covers the theoretical foundations of persuasive messaging and its practical applications across different scenarios. In contrast, “Media” has a more focused scope centered on media selection and application, specifically in the context of local political campaigns and electoral initiatives.

Content Focus
“Political Communication” examines the intricacies of creating persuasive messages using research, storytelling, and audience analysis. It emphasizes rhetorical techniques and the evaluation of political messaging. Conversely, “Media” focuses on the strategic choices involved in media use, analyzing various channels’ effectiveness and how they can be tailored to community dynamics. This course prioritizes understanding media theory in practical applications rather than the nuances of message crafting.

Contextual Application
In “Political Communication,” students engage with a variety of political contexts, assessing messaging effectiveness across different scenarios, including electoral and crisis situations. The course emphasizes how messages can be adapted based on the context. “Media,” however, emphasizes local political contexts, encouraging students to develop media strategies specifically tailored to local campaigns and electoral efforts, thereby focusing on the application of media among different audiences in community-specific contexts.

Complexity of Skills
The skills developed in “Political Communication” involve a complex understanding of message construction, audience engagement, and ethical considerations in communication. Students are encouraged to think critically about their messaging strategies within various political contexts. In contrast, “Media” emphasizes the complexity of media strategy formulation and the analytical skills required to assess media effectiveness, which may involve different cognitive processes focused on strategic planning and execution.

Overlaps

Both courses emphasize the importance of ethical considerations in political communication, with “Political Communication” focusing on the ethical implications of messaging practices and “Media” addressing ethical dilemmas related to media use in campaigns. Each course includes interactive components, such as discussions and guest speaker sessions, providing experiences from professionals in the field.

Additionally, both courses promote collaborative learning through group activities and peer feedback, enhancing students’ ability to work effectively in teams. Ultimately, both “Political Communication” and “Media” aim to equip students with the necessary skills and knowledge to succeed in political communication roles, ensuring they are prepared to navigate the complexities of political messaging and media application in various contexts.

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Comparison, Contrast and Overlap Explanation of Objectives for The Campaign Process (hereafter referred to as “**Process**”) and Creating Compelling Campaigns (hereafter referred to as “**Creating”**)

[COMPANION COURSES]

Comparison

Main Focus

Both “Process” and “Creating” focus on equipping students with the knowledge and skills necessary for effective political campaign management. While “Process” emphasizes a comprehensive understanding of campaign management strategies and the intricacies involved in managing a campaign, “Creating” prioritizes the development of persuasive tactics and creative materials that engage voters.

Application of Course Material

“Process” encourages students to apply theoretical concepts through the creation of detailed campaign plans that incorporate various essential components like messaging and fundraising. Conversely, “Creating” emphasizes direct learning, allowing students to produce actual campaign materials and engage in simulations that mirror real-world scenarios. This practical application in both courses ensures that students can translate their learning into actionable strategies.

Skills Development

Both courses foster critical thinking and critical thinking skills. “Process” focuses on navigating the complexities of political campaigns, while “Creating” cultivates skills in persuasion and creative content development. Both courses also include collaborative

components, where students work in teams, enhancing their communication and people skills.

Learning Outcomes
The learning outcomes of both courses are designed to prepare students for the practical demands of political campaigns. “Process” aims to develop a thorough understanding of campaign management and strategy assessment, while “Creating” seeks to produce a portfolio of work that demonstrates creativity and effectiveness in campaign messaging.

Career Preparation
In terms of career preparation, both courses equip students with relevant skills sought after by employers in the political arena. “Process” prepares students to manage various aspects of a campaign. At the same time “Creating” focuses on the marketing and communication aspects, ensuring that graduates possess a well-rounded skill set for various roles within political campaigns.

Contrast

Scope
“Process” has a broader scope, encompassing the full spectrum of campaign management, including fundraising, voter outreach, and field operations. In contrast, “Creating” narrows its focus to the creative aspects of campaigns, such as content creation and persuasive communication strategies.

Content Focus
The content in “Process” is geared towards the analytical understanding of campaign dynamics, including the examination of polling data and opposition research. “Creating,” however, zeroes in on the application of marketing principles and the science of persuasion in crafting campaign narratives and materials.

Contextual Application
In “Process,” students learn to assess and adapt to the complexities of the political landscape, focusing on real-time implications of political events on campaign strategies. “Creating” encourages students to engage with creative projects and simulations that allow them to experiment with campaign tactics in a controlled environment.

Complexity of Skills
The skills required for “Process” involve a more complex understanding of various campaign components, demanding analytical capabilities and strategic thinking. Conversely, “Creating” emphasizes creativity and the ability to produce compelling content, which, while complex, often relies on different cognitive processes centered around artistic expression and persuasive communication.

Overlaps

Both courses share a commitment to practical learning through interactive lectures and guest speaker sessions, providing students with experiences from practitioners in the field. They both emphasize the importance of understanding current political events and their implications for campaign strategies. Additionally, both “Process” and “Creating” involve the development of critical thinking skills, with students reflecting on their work and adapting their strategies based on feedback.

The collaborative nature of both courses enhances teamwork and communication skills, preparing students for the collaborative environments found in political campaigns. Both courses aim to produce well-prepared graduates to enter the political arena with a comprehensive toolkit of skills, knowledge, and practical experience.

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Comparison, Contrast and Overlap Explanation of Objectives for Political Research (hereafter referred to as “**Research**”) and Applied Policy Analysis (hereafter referred to as “**Policy Analysis”**)

[COMPANION COURSES]

Comparison

Main Focus
Both “Research” and “Policy Analysis” aim to provide a thorough introduction to public policy analysis. They equip master’s students with the necessary analytical skills to understand and engage with complex policy issues. The courses cover various domains of public policy, including Federalism, economic policy, crime, education, civil rights, and healthcare. Each course emphasizes the importance of critical evaluation and the role of evidence in policy formulation.

Application of Course Material
In both courses, students are expected to apply their knowledge through the production of policy analysis memos. They learn to identify policy problems, utilize analytical tools, and evaluate the quality of information used in policy decisions. Both courses emphasize the significance of personal narratives in shaping public policy, encouraging students to consider how individual experiences influence policy adoption and implementation.

Skills Development
Students in both courses will develop key skills such as critical thinking, analytical reasoning, and effective communication. They will learn to navigate the complexities of the policymaking process and understand the roles of various institutional and non-institutional actors. The emphasis on real-world applications ensures that students can translate theoretical knowledge into practical skills relevant to public policy analysis.

Learning Outcomes

Upon completion, students from both courses should be able to critically assess public policy's implications for daily life, articulate the nature of different policy problems, and recognize the interplay between evidence and policymaking. They will also understand various public policy theories and frameworks, allowing them to contribute meaningfully to discussions on practical policy solutions.

Career Preparation
Both courses prepare students for careers in public policy analysis, advocacy, and related fields. By covering essential topics and emphasizing real-world applications, students will be better equipped to navigate various roles within governmental, non-profit, and private sector organizations focused on public policy.

Contrast

Scope
"Research" presents a more extensive exploration of public policy domains, diving into the intricacies of each area in greater detail. In contrast, "Policy Analysis" is a broader overview without delving as deeply into the specifics of each topic, focusing instead on general principles applicable to all public policy areas.

Content Focus
While both courses cover similar topics, "Research" emphasizes the theoretical frameworks and the nuances of policy formulation and assessment. "Policy Analysis," on the other hand, tends to focus more on the practical aspects of policy analysis, including the stages of policymaking and the tools available to address policy problems.

Contextual Application
"Research" encourages students to engage with complex policy issues through a rigorous exploration of specific topics, fostering a nuanced understanding of the interplay between personal narratives and public policymaking. "Policy Analysis," however, emphasizes a more objective and analytical approach, focusing on evaluating the quality of information and the belief systems that influence policymaking.

Complexity of Skills
The complexity of skills developed in "Research" is more in-depth, as it encourages critical evaluation of scientific evidence and the articulation of competing policy models. "Policy Analysis," while still fostering important analytical skills, may not require the same level of critical engagement with diverse models and frameworks, focusing instead on foundational skills in policy analysis.

Overlaps

Both courses introduce students to the essential components of public policy analysis, covering similar topics and themes. They share a commitment to fostering critical thinking and analytical skills, preparing students to evaluate policy issues effectively. The emphasis on the role of personal narratives in policymaking is present in both courses, highlighting the importance of understanding individual experiences in shaping public policy decisions.

Additionally, both courses aim to develop students' abilities to produce policy analysis memos, reinforcing practical applications of theoretical knowledge. The overarching goal of preparing students for careers in public policy remains a central focus in both courses, ensuring that graduates are well-equipped to engage with real-world policy challenges.

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Comparison, Contrast and Overlap Explanation of Objectives for Applied Media Selection and Application (hereafter referred to as "**Media**") and Creating Compelling Campaigns (hereafter referred to as "**Creating"**)

Comparison

Main Focus
Both "Media" and "Creating" are centered on equipping students with the necessary skills and knowledge to excel in political campaign environments. "Media" specifically assesses the strategic use of media in political and electoral contexts, emphasizing how to select and apply various media channels effectively. In contrast, "Creating" focuses on the broader spectrum of campaign management, particularly the development of persuasive campaign materials and tactics to engage voters.

Application of Course Material
"Media" encourages students to translate theoretical concepts into practical media strategies by creating comprehensive media plans tailored to local campaigns. It emphasizes the importance of assessing different media channels for their effectiveness in engaging specific communities and target audiences. On the other hand, "Creating" emphasizes direct projects that allow students to produce campaign materials and advertisements, directly applying marketing and advertising principles to enhance voter engagement.

Skills Development
Both courses foster critical thinking and communication skills. "Media" enhances these abilities through assignments that require students to develop media strategies and articulate their expected impact, while "Creating" develops these skills through the creation of compelling content and collaborative project work. Each course prepares students to think critically about their approaches and adapt to feedback, ensuring they can refine their strategies effectively.

Learning Outcomes
The learning outcomes for both courses are designed to prepare students for real-world political and public relations roles. "Media" aims for students to understand media selection strategies and their implications, while "Creating" focuses on producing a portfolio of work that reflects students' creativity and effectiveness in campaign

messaging. Both courses equip students with a comprehensive understanding of their respective focuses, ensuring they are well-prepared for future careers.

Career Preparation
Both courses emphasize career readiness, though from different angles. “Media” prepares students for roles that require expertise in media selection and strategy, crucial for political campaign success. Conversely, “Creating” gives a broader set of skills that includes marketing, persuasion, and content creation, making graduates suitable for various roles within political campaigns and public relations.

Contrast

Scope
“Media” has a more focused scope, concentrating specifically on media selection and its application in local political campaigns. It is designed to provide in-depth knowledge of media strategies and their effectiveness. In contrast, “Creating” encompasses a broader range of topics related to campaign management, including creative tactics, persuasive messaging, and the production of campaign materials.

Content Focus
The content of “Media” revolves around theoretical and practical aspects of media use in political communication, including ethical considerations and how to reach different voters in the evolving media landscape. In contrast, “Creating” is geared towards the principles of marketing and advertising as they apply to political campaigns, emphasizing the science of persuasion and the crafting of engaging content.

Contextual Application
“Media” encourages students to analyze case studies and current events to understand media strategies in a local context, allowing for a detailed exploration of community dynamics. “Creating,” however, focuses on broader campaign scenarios, allowing students to engage in simulated projects that reflect various roles within political campaigns, enabling them to experience a range of contexts.

Complexity of Skills
The skills emphasized in “Media” involve a critical understanding of media channels and the ability to formulate strategic media plans. This requires analytical skills to assess effectiveness and a deep understanding of media theory. Conversely, “Creating” emphasizes creativity and the ability to produce compelling content, requiring students to master persuasive techniques and marketing strategies, which involve different cognitive processes.

Overlaps

Both courses emphasize the importance of understanding current political events and trends, preparing students to adapt their strategies accordingly. They feature interactive lectures and guest speakers, providing students with real-world experiences from practitioners in political communication. Additionally, both courses promote collaborative

learning through team projects and discussions, enhancing communication skills and fostering a collaborative spirit among students.

Each course also encourages critical thinking, prompting students to reflect on their work and adapt their strategies based on feedback from peers and instructors. Ultimately, both “Media” and “Creating” aim to produce well-rounded graduates who are prepared to navigate the complexities of political campaigns and communications and equipped with the skills necessary for success in their respective areas.

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Comparison, Contrast and Overlap Explanation of Objectives for Fundamentals of Political Management (hereafter referred to as “**Management**”) and Campaign Process (hereafter referred to as “**Process**”)

Comparison

Main Focus

Both “Management” and “Process” aim to equip students with the foundational knowledge and skills necessary for successful careers in the political arena. “Management” emphasizes a broad understanding of American political life, focusing on theories, ideologies, and ethical practices that shape political engagement. Conversely, “Process” centers specifically on the practical aspects of managing political campaigns, including strategy formulation, media utilization, and voter engagement.

Application of Course Material

“Management” encourages students to apply theoretical concepts to real-world political issues, fostering an environment where analytical thinking is paramount. Assignments challenge students to synthesize their learning and engage with contemporary political problems. In “Process,” students apply their understanding through the development of comprehensive campaign plans that address specific campaign dynamics and challenges, emphasizing practical experience in campaign management.

Skills Development

Both courses stress the importance of critical thinking and communication skills. “Management” focuses on political discourse, written and oral communication, and the ethical dimensions of political practice. “Process” emphasizes the development of strategic skills related to campaign management, including message crafting, fundraising, and media assessment, which are essential for effective political campaigning.

Learning Outcomes

The learning outcomes for both courses are designed to prepare students for active roles in politics. “Management” aims for students to understand the complexities of American politics and develop a strategic approach to their careers. At the same time,

“Process” focuses on equipping students with the tools necessary to navigate the intricacies of political campaigns. Both courses ensure that students are prepared for the demands of their respective fields.

Career Preparation
Both “Management” and “Process” offer significant career preparation but from different angles. “Management” equips students with various roles in politics, policy, and public service by fostering a comprehensive understanding of political theory and practice. “Process,” on the other hand, prepares students specifically for roles in campaign management, emphasizing practical skills and strategies that are directly applicable to political campaigns.

Contrast

Scope
The scope of “Management” is broader, encompassing the entire landscape of American politics, including historical, ethical, and theoretical foundations. It offers a wide-ranging view of the political environment. In contrast, “Process” has a narrower focus on the specific skills and knowledge required to effectively manage political campaigns, making it more specialized.

Content Focus
“Management” studies the political ideologies, ethical decision-making, and the philosophical underpinnings of the political system. The course examines how these elements influence political behavior and institutions. “Process,” however, concentrates on practical aspects of campaign management, such as voter targeting, message development, and the intricacies of resource management in a campaign context.

Contextual Application
In “Management,” students engage with a variety of political contexts, assessing historical and contemporary political issues through theoretical lenses. This course emphasizes understanding political dynamics across different scenarios. Conversely, “Process” engages students in specific campaign scenarios, allowing them to apply their knowledge directly to campaign strategies and tactics, focusing on real-time challenges faced by campaign managers.

Complexity of Skills
The skills developed in “Management” include analytical skills related to political theory and communication, requiring students to engage critically with complex ideas. “Process,” on the other hand, emphasizes practical skills that involve strategic planning, execution of campaign tactics, and the ability to respond dynamically to the changing political landscape, which may require a different kind of complexity focused on real-world application.

Overlaps

Both courses emphasize the importance of critical thinking and ethical considerations within politics. They require students to analyze contemporary political issues and apply their learning to real-world scenarios, ensuring that graduates are equipped to navigate the complexities of political engagement.

Each course incorporates interactive elements, such as discussions and guest speaker sessions, providing students with talks from experienced professionals in the field. Additionally, both “Management” and “Process” highlight the importance of effective communication skills, whether through political discourse in “Management” or campaign messaging in “Process.” Ultimately, both courses aim to prepare students for successful careers in various aspects of the political landscape, fostering a blend of theoretical knowledge and practical skills essential for navigating the political arena.

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Comparison, Contrast and Overlap Explanation of Objectives for Fundamentals of Political Management (hereafter referred to as “**Management**”) and Political Research (hereafter referred to as “**Research**”)

Comparisons

Main Focus

The primary distinction between “Management” and “Research” lies in their overarching aims. “Fundamentals” is dedicated to imparting a comprehensive understanding of the fundamentals of politics. This course considers a variety of topics, including political ideologies, communication strategies, and ethical considerations. The broad scope is designed to foster a holistic view of political dynamics, equipping students with the foundational knowledge necessary to navigate and engage with the complexities of contemporary political landscapes.

In comparison, “Research” narrows its focus to the area of political research, emphasizing the methodologies and analytical frameworks that underpin effective research practices. This objective acknowledges the critical role that research plays in informing political decision-making and public policy. As such, it prepares students to not only consume political information critically but also to contribute to the body of knowledge through their own research endeavors.

Application of Course Material

Both sets of objectives require students to apply theoretical knowledge to real-world political scenarios, bridging the gap between academia and practical application. “Fundamentals” encourages students to engage with course materials in a general political context, prompting them to analyze how theoretical concepts manifest in various political settings. This approach allows for a broader understanding of political phenomena, fostering critical thinking and adaptability.

Conversely, “Research” specifies the application of research methods within defined political arenas, such as Florida and Washington, DC. This localized focus not only enhances the relevance of the course material but also situates students within specific political contexts that require nuanced understanding and strategic application of research techniques. By engaging with real-world examples, students are better prepared to understand the implications of their research findings on policy and practice.

Skills Development

The skills fostered by each set of objectives reflect their differing emphases. “Fundamentals” promotes a diverse array of competencies that include identifying and analyzing political ideologies, understanding ethical behavior in politics, and mastering effective communication techniques. These soft skills are essential for students aspiring to engage in political discourse, advocacy, and leadership roles. The emphasis on non-violent communication and ethical considerations prepares students to navigate the often contentious political landscape with integrity and effectiveness.

In comparison, “Research” focuses on specialized research skills, such as research design, data collection, reliability assessment, and policy evaluation. These skills are critical for students who wish to pursue careers in political analysis, public policy, or academia. By focusing on the technical aspects of political research, this course ensures that students are well-equipped to engage with and contribute to the growing field of political inquiry.

Learning Outcomes

The expected learning outcomes highlight the differences in emphasis between the two objectives. In “Fundamentals,” students are anticipated to synthesize a wide range of political theories and communication strategies, leading to a well-rounded understanding of ethical considerations in political practice. This outcome prepares students for various roles in the political sphere, where comprehensive knowledge and ethical awareness are paramount.

On the other hand, “Research” is specifically tailored to ensure that students understand and apply research principles effectively. The focus on evaluating political information and articulating research findings prepares students to engage with policymakers and practitioners, making their research relevant to real-world issues. This targeted approach ensures that students are not only consumers of political research but also active contributors to the field.

Career Preparation

“Fundamentals” places a direct emphasis on career preparation, explicitly encouraging students to develop a career plan and portfolio that supports their aspirations in politics. This focus on practical application is vital for students as they transition from academic environments to professional settings, ensuring they are equipped with the tools necessary to succeed in diverse political roles.

In comparison, while “Research” indirectly contributes to career readiness by equipping students with essential research skills, it does not explicitly address career planning. However, the specialized skills gained in this course are invaluable for students

pursuing careers in political research, analysis, and policymaking. By cultivating a deep understanding of research methodologies and their applications, students are prepared to meet the demands of increasingly data-driven political environments.

Contrast

Scope

"Fundamentals" encompasses a wide range of political topics, providing a broad understanding of political theory and practice. "Research" is narrower in scope, focusing specifically on the methodologies and processes involved in political research.

Content Focus

"Fundamentals" addresses fundamental political concepts, communication, and leadership skills that are essential for effective political engagement. "Research" emphasizes research-related competencies, equipping students with the tools necessary to evaluate and conduct political research.

Contextual Application

"Fundamentals" allows for general applications in contemporary politics without geographical constraints. "Research" gives a focused framework that situates research within specific political contexts, enhancing its practical relevance.
Complexity of Skills

"Fundamentals" develops a broad range of competencies, preparing students to understand political ideologies to effective communication. "Research" develops advanced analytical and research skills necessary for evaluating and utilizing political research.

Overlaps

Both courses stress the application of concepts to real-world politics. "Fundamentals" emphasizes applying course material to real-world politics, while "Research" focuses on applying political research in various political arenas. Both courses require students to engage in class readings and discussions to guide their application of concepts, indicating a direct approach to learning.

"Fundamentals" includes characteristics of quality political communication and sound political discourse, while "Research" involves skills related to evaluating and articulating political research, which inherently contains aspects of communication. Both courses aim to equip students with skills relevant to professional roles in politics.
"Fundamentals" focuses on leadership skills and career planning, while "Research" emphasizes skills necessary for political research and evaluation.

Both courses address the broader political context. "Fundamentals" discusses ethical behavior and political discourse, while "Research" highlights the role of political research in policymaking processes.

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Elective Courses & Related Subject Comparisons:

Comparison, Contrast and Overlap Explanation of Objectives for Applied Advocacy (hereafter referred to as "**Advocacy**") and The Florida Legislative Process (hereafter referred to as "**Legislative Process**")

Comparisons

Main Focus
Both "Advocacy" and "Legislative Process" are designed to provide students with a comprehensive understanding of the mechanisms that influence political decision-making in both the Executive and Legislative branches. "Advocacy" primarily focuses on the strategies and tactics employed by interest groups and lobbyists to influence legislators and public policy. It examines the ethical considerations, regulatory frameworks, and real-world scenarios that lobbyists face. In contrast, the "Legislative Process" emphasizes the formal procedures through which laws are created and enacted within Florida's legislative framework. This course explores how bills are drafted, debated, and passed, highlighting the roles of various stakeholders in the legislative process, including legislators, committees, interest groups, and the public.

Application of Course Material
Both courses emphasize practical application. In "Advocacy," students may engage in simulations or case studies that mimic real-world lobbying efforts, allowing them to practice developing strategies and messaging tailored to specific audiences. The "Legislative Process" similarly incorporates experiential learning through assignments that may include drafting legislation, analyzing bills, or participating in mock legislative sessions. Both courses provide students with opportunities to apply theoretical knowledge to practical situations, enhancing their understanding of the political landscape.

Skills Development
Students in both courses develop critical analytical and communication skills. "Advocacy" sharpens skills in persuasion, negotiation, and public speaking as students learn to craft compelling arguments and engage with diverse stakeholders. In the "Legislative Process," students enhance their skills in research, analysis, and written communication, particularly in drafting legislative documents and analyzing policy implications – all with an emphasis on focus and brevity. Together, these skill sets are essential for effective engagement in the political arena.

Learning Outcomes
Upon completion of both courses, students will have a deeper understanding of the political processes that shape public policy. In "Advocacy," they will emerge with the ability to identify key players in the lobbying landscape and develop effective strategies

to influence legislative and executive outcomes. Meanwhile, students in the “Legislative Process” will gain an understanding of the intricacies of lawmaking, including navigating the procedural requirements that govern the legislative body in making policy, overseeing the executive and judicial branches, recognizing constituent interests, and maintaining the integrity of the legislative branch itself. Both courses aim to prepare students for active participation in the political process.

Career Preparation

Both “Advocacy” and “Legislative Process” courses prepare students for careers in public policy, government relations, and advocacy. Students will develop a robust understanding of how to navigate the complexities of political environments, making them well-suited for roles in lobbying firms, government agencies, non-profit organizations, or legislative and executive offices. The practical experiences and skills gained in both courses will position them as competent professionals in their respective fields.

Contrast

Scope

The scope of “Advocacy” is narrower, focusing specifically on the tactics and strategies employed by lobbyists to influence policymakers. It encompasses the ethical considerations and regulatory frameworks surrounding lobbying activities, giving students a specialized understanding of this area. On the other hand, the “Legislative Process” has a broader scope, encompassing the entire legislative lifecycle from bill conception to enactment, thereby providing students with a holistic view of how laws, rules and regulations are formulated and passed within the Florida government.

Content Focus

“Advocacy” focuses deep into the various strategies used by interest groups, including grassroots mobilization, direct lobbying, and coalition-building. It examines case studies that illustrate successful and unsuccessful lobbying efforts, as well as the ethical dilemmas faced by lobbyists. In contrast, the “Legislative Process” focuses on the mechanics of the legislative system, such as constitutional framework, committee structures, voting procedures, and the roles of different legislative actors. The content of this course is more systemic and procedural, providing students with a comprehensive understanding of how legislation is developed and the stakeholders involved.

Contextual Application

While both courses provide a context for understanding political dynamics, the contexts differ significantly. “Advocacy” often emphasizes the relationship between interest groups and legislators, exploring the motivations and influences that drive lobbying efforts. It presents a real-world application of how external pressures can shape policy outcomes. Conversely, the “Legislative Process” places more emphasis on the institutional framework within which those pressures operate, focusing on the formal rules and procedures that govern legislative action. The context for application in the “Legislative Process” is centered more on the mechanics of governance (including maintenance of existing systems) than on the strategic maneuvers of lobbying.

Complexity of Skills

While both courses develop critical skills, the complexity and focus of those skills differ. “Advocacy” requires a nuanced understanding of interpersonal dynamics and the ability to navigate complex ethical considerations, as students must be adept at persuasion and negotiation in high-stakes environments. The skills developed here often involve real-time decision-making and adaptability in response to changing political landscapes. In contrast, the “Legislative Process” emphasizes analytical skills related to understanding legislative nuances, requiring students to engage in detailed research and analysis of legal texts, procedural rules, and policymaking implications. The skills developed in this course are more about systematic thinking and comprehensive analysis rather than immediate interpersonal engagement.

Overlaps

Despite their differences, the “Advocacy” and “Legislative Process” share several overlaps. Both courses aim to provide students with a foundational understanding of political processes and the interactions among various stakeholders in the legislative and executive arena. Each course emphasizes the importance of practical application, allowing students to engage in activities that simulate real-world scenarios, whether through lobbying strategies or legislative drafting. Furthermore, both courses cultivate essential skills, including analytical thinking, effective communication, and strategic planning.

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Comparison, Contrast and Overlap Explanation of Objectives for Applied Local Politics (hereafter referred to as “**Local**”) and Creating Compelling Campaigns (hereafter referred to as “**Creating**”)

Comparisons

Main Focus

Both “Local” and “Creating” aim to prepare students for active participation in political and civic life through different lenses. “Local” focuses on understanding the structures, functions, and dynamics of local government and its role as the most immediate form of governance affecting citizens. It explores how local policies are crafted, implemented, and influenced by community engagement. “Creating,” by contrast, emphasizes the creative and strategic aspects of political campaigning, with a focus on persuasion, communication, and mobilization. While “Local” centers on governance and policymaking at the municipal level, “Creating” prepares students to develop and execute modern campaign strategies that resonate with voters. Both courses share the overarching goal of empowering students to engage meaningfully in political processes, whether through governance or electoral campaigns.

Application of Course Material

Both courses emphasize applied, firsthand learning to reinforce theoretical concepts. In "Local," students analyze local government structures and decision-making processes, often through case studies or projects like civic action plans that address real-world issues. Similarly, "Creating" focuses on practical assignments where students design campaign content, develop messaging strategies, and simulate campaign activities. Both courses challenge students to connect theory with practice, ensuring they can apply their knowledge to real-world political scenarios.

Skills Development

Each course develops critical skills for navigating the political landscape. "Local" emphasizes skills like policy analysis, community engagement, and stakeholder negotiation, equipping students to work within governance structures. "Creating," on the other hand, hones creative and strategic skills, such as crafting persuasive messaging, designing campaign materials, and leveraging marketing principles for political purposes. Both courses cultivate communication, critical thinking, and teamwork skills, which are essential across political and civic roles.

Learning Outcomes

The learning outcomes of both courses reflect their shared commitment to preparing students for active political and civic engagement. In "Local," students gain a deep understanding of local government functions, develop strategies to increase community participation in governance and learn to advocate for policy solutions. In "Creating," students emerge with a portfolio of campaign materials, an understanding of voter persuasion techniques, and the ability to execute effective campaign strategies. Both courses aim to equip students with the knowledge and skills to influence political systems, though they differ in focus—governance for Local and electoral strategy for "Creating."

Career Preparation

Both "Local" and "Creating" prepare students for careers in the political arena through different capacities. Graduates of "Local" are likely to pursue careers in public service, community organizing, or civic leadership, focusing on local governance and community engagement. Conversely, students from "Creating" are prepared for roles within political campaigns, including positions in communications, strategy, and voter outreach. Each course is a foundation for understanding the political landscape, but the specific career paths diverge based on the skills and knowledge emphasized in the curriculum.

Contrast

Scope

The scope of "Local" is centered around local government operations, focusing on how policies are developed and implemented at the municipal level. The course examines the roles of various local governmental bodies and the impact of local governance on daily life. In contrast, "Creating" has a broader scope in terms of political participation,

exploring various roles within political campaigns, including marketing, messaging, and voter engagement strategies.

Content Focus

"Local" concentrates on the intricacies of local government, discussing the responsibilities and functions of county governments, city administrations, and school boards. The content gives an overview of real-world issues within local governance, emphasizing community engagement. "Creating," however, focuses on the art and science of political campaigning, covering topics such as campaign strategy, persuasive communication, and the production of campaign materials. The content is geared toward understanding how to engage voters and mobilize support effectively.

Contextual Application

In "Local," students engage with specific local governmental issues, fostering a deep understanding of the context in which local policies operate. The course encourages students to propose civic action plans addressing real-world challenges in local governance. "Creating," on the other hand, involves context-based learning through simulated campaign scenarios, where students practice applying their skills in realistic settings, allowing them to experience the dynamics of campaigns without the constraints of actual elections.

Complexity of Skills

The complexity of skills developed in each course varies according to their focus areas. "Local" requires students to engage in higher-order thinking skills related to policy analysis, negotiation, and ethical decision-making, necessitating a nuanced understanding of local political dynamics. In contrast, "Creating" emphasizes creativity and strategic thinking, focusing on the development of persuasive materials and innovative campaign tactics. While both courses cultivate critical thinking, "Local" leans more toward analytical and evaluative skills, whereas "Creating" emphasizes creative and strategic skill sets.

Overlaps

Both courses share a commitment to fostering active political engagement and civic responsibility. They emphasize direct learning experiences, encouraging students to apply theoretical concepts to real-world scenarios. Communication skills are critical in both contexts, whether for advocating within local governance or crafting compelling campaign narratives. The courses also highlight the importance of teamwork and collaboration, as students in both classes work on projects that require collective input and creativity. Furthermore, both courses prepare students for meaningful careers in the political arena, equipping them with essential skills that are applicable to various roles. Whether students choose to focus on local governance through "Local" or on electoral strategies through "Creating," they will emerge with a nuanced understanding of the political landscape.

Additionally, both courses encourage critical thinking and problem-solving abilities. Students learn to analyze complex issues, whether those are local policy challenges or the intricacies of voter engagement tactics. Each course fosters an environment where students can express their ideas, receive constructive feedback, and refine their

strategies, which is vital for their future roles in public service or campaign management.

Moreover, both programs underscore the significance of ethical considerations in political engagement. In “Local,” students explore ethical dilemmas faced by local officials and public administrators, while “Creating” emphasizes the responsibility of campaign practitioners to engage truthfully and transparently with voters. This shared focus on ethics prepares students to navigate the moral complexities of the political world, ensuring they become principled leaders.

In summary, despite their distinct focuses, “Local” and “Creating” overlap significantly in their commitment to developing informed, engaged citizens who can actively contribute to their communities and the broader political sphere. Both courses provide students with the tools necessary to influence policy, advocate for change, and effectively communicate their ideas in various political contexts.

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Comparison, Contrast and Overlap Explanation of Objectives for Political Fundraising (hereafter referred to as “**Fundraising**”) and Money in Politics (hereafter referred to as “**Money**”)

Comparisons

Main Focus
Both “Fundraising” and “Money” focus on the essential role of financial mechanisms in political campaigns. Fundraising emphasizes the practical aspects of raising money for candidates, particularly in the context of Florida’s political landscape. In contrast, “Money” takes a broader view of political finance, exploring the intricacies of various funding sources, including Super PACs and dark money, across federal and state levels.

Application of Course Material
In “Fundraising,” students directly engage with real-time data from Florida State Legislative candidates, applying their understanding of campaign finance regulations to create a strategic fundraising portfolio for a selected candidate. This hands-on approach allows students to grasp the practical implications of financial strategies in a targeted environment. On the other hand, “Money” encourages students to analyze the broader implications of funding sources and regulations, emphasizing research and critical evaluation of various political finance entities and their impacts on electoral outcomes.

The two courses differ significantly in their diagnostic tools. “Fundraising” is largely project-based and applicative. “Money” is largely exam-based and more theoretical. However, both courses strive to include a variety of diagnostic tools for different kinds of learners in formats that are precise and clearly explained.

Skills Development
Both courses foster critical skills in analyzing financial data and understanding regulatory frameworks. “Fundraising” focuses on donor engagement and relationship-building skills, enabling students to develop interpersonal and strategic communication abilities vital for a finance director. “Money,” while also encouraging analytical skills, emphasizes critical thinking regarding ethical considerations and the influence of money on democratic processes, preparing students to navigate complex political landscapes.

Learning Outcomes
Upon completion, students in “Fundraising” will have a solid grasp of campaign finance regulations and practical fundraising strategies, culminating in a comprehensive portfolio. They will be adept at applying theoretical knowledge to real-world scenarios and assessing the impact of financial strategies on electoral success. Conversely, students in “Money” will emerge with a critical understanding of the broader implications of political financing, including ethical dilemmas and the influence of money on public trust and governance.

Career Preparation
“Fundraising” prepares students for roles directly related to campaign finance, such as finance directors or campaign managers, equipping them with practical skills and knowledge essential for success in these positions. “Money,” while also relevant for careers in campaign finance, is broader and prepares students for roles in policy analysis, advocacy, or even legal consultation regarding campaign finance law.

Contrast

Scope
“Fundraising” is specifically focused on the mechanics of fundraising for individual candidates within Florida. At the same time, “Money” encompasses a broader scope, analyzing federal and state political finance, including parties and committees, and the implications of dark money on the electoral process.

Content Focus
“Fundraising” emphasizes practical skills such as donor engagement and portfolio creation. In contrast, “Money” dives into theoretical discussions around the nature of Super PACs, dark money, and ethical considerations surrounding corporate “personhood.” This difference leads to a more applied approach in “Fundraising” compared to the more analytical and critical focus in Money.

Contextual Application
“Fundraising’s” contextual application is rooted in the specific environment of Florida’s political campaigns, allowing for localized analysis and strategy development. In contrast, “Money” applies a national lens, encouraging students to consider various

funding mechanisms and their implications across the U.S. political landscape, which includes a diversity of funding sources and regulatory challenges that can vary significantly by state.

Complexity of Skills
While both courses cultivate analytical skills, the complexity differs. “Fundraising” requires students to master specific fundraising techniques and engage in hands-on portfolio creation, which may be more straightforward but still challenging. “Money” demands a higher level of critical thinking, requiring students to navigate complex ethical dilemmas and the multifaceted nature of political finance, thus presenting a more significant intellectual challenge.

Overlaps

Both courses emphasize the importance of understanding campaign finance regulations and their implications for electoral outcomes. They encourage critical analysis of financial data and the ethical dimensions of fundraising practices. Furthermore, both courses aim to prepare students for active roles in the political arena, whether through direct fundraising efforts or broader political advocacy and policy analysis.

Collaboration and peer engagement are also integral to both learning environments, fostering a rich exchange of ideas and strategies that enhance understanding of the political finance landscape. While they differ in focus and approach, the underlying objective of both courses is to equip students with the knowledge and skills necessary to navigate the complex interplay between money and politics effectively.

Comparison, Contrast and Overlap Explanation of Objectives for Data For Campaigns (hereafter referred to as “**Data**”) and Opposition Research (hereafter referred to as “**Opp Research**”)

Comparisons

Main Focus
In both “Data” and “Opp Research,” the primary focus is on equipping students with the necessary skills to leverage data in political contexts. “Data” centers on applied data analysis, emphasizing techniques for accessing, integrating, and visualizing data relevant to electoral campaigns and policy-making. The course prepares students to make informed decisions based on data, highlighting the importance of quantitative analysis and R-programming. Conversely, “Opp Research” focuses on the strategic role of research in shaping political narratives. It teaches students how to collect, analyze,

and synthesize information about political candidates to inform campaign strategies. Both courses aim to prepare students for careers in political strategy, emphasizing the importance of effective communication of findings to various stakeholders.

Application of Course Material
The application of course material in both programs is hands-on and project-based, allowing students to engage with real-world scenarios. In “Data,” students work on projects that involve merging data from multiple sources and visualizing it for actionable insights. “Opp Research” also incorporates practical projects, where students implement plans to gather and analyze data on political figures, producing high-quality reports.

Skills Development
In terms of skills development, both courses foster analytical abilities, effective communication, and strategic thinking, preparing students to navigate the complexities of modern political campaigning.

Learning Outcomes
Learning outcomes for both courses converge on the ability to utilize data effectively in political contexts. Students successfully completing “Data” will emerge as proficient data analysts capable of guiding campaign strategies, while “Opp Research” students will be skilled in producing impactful research that informs political messaging.

Career Preparation
Both courses ultimately enhance career preparation, giving students the tools and knowledge to succeed in political roles by using data and available related software in campaigns and researching their opponents.

Contrast

Scope
The scope of “Data” is broader, encompassing various aspects of data analysis relevant to any campaign or policy initiative. It emphasizes foundational skills in data manipulation, visualization, and problem-solving, making it applicable to a wide range of contexts beyond just opposition research. In contrast, “Opp Research” has a more focused scope, explicitly targeting the strategic use of research to shape political narratives against opponents. This distinction highlights that while both courses deal with data, “Data” offers a generalist approach, whereas “Opp Research” focuses on a specialized area within political strategy.

Content Focus
The content focus also diverges significantly. “Data” prioritizes technical skills, such as proficiency in R-programming, data visualization, and statistical analysis. Students learn to troubleshoot data quality issues and develop quantitative research skills. On the other hand, “Opp Research” centers on qualitative analysis, report writing, and ethical considerations in research. This course emphasizes the sourcing of credible

information, the production of professional reports, and the management of research operations, which are critical in the political arena.

Contextual Application

Contextual application further differentiates the two courses. “Data” encourages students to apply their skills in a variety of electoral contexts, including policy advocacy and legislative analysis, making it versatile for various roles in politics. In contrast, “Opp Research” is tightly focused on electoral campaigns, teaching students how to assess the competitive landscape and identify vulnerabilities in opposition candidates. This specialized context means that while “Data” equips students for diverse roles in political analysis, “Opp Research” explicitly prepares them for roles centered around opposition strategy.

Complexity of Skills

The complexity of skills required also varies. “Data” necessitates a strong foundation in statistical methods and programming skills, as students must be comfortable using R-programming for data management and analysis. This requires a higher level of technical competency. Conversely, “Opp Research” focuses more on critical thinking and qualitative analysis, emphasizing the ability to synthesize diverse research findings into actionable strategies. While both courses require strong analytical skills, the technical complexity of “Data” is more significant due to the programming emphasis.

Overlaps

Despite their differences, “Data” and “Opp Research” exhibit significant overlaps in several key areas. Both courses prioritize the importance of data as a tool for informed decision-making in political contexts. Each course incorporates hands-on projects that engage students with real-world data and research challenges, fostering a practical understanding of the material. Communication skills are fundamental in both programs; students must present their findings clearly and persuasively to stakeholders, ensuring that complex concepts are accessible to non-experts.

Collaboration is another shared objective, as both courses emphasize the importance of integrating research and analysis into broader campaign strategies. Ethical considerations are also important in both contexts, with students learning to navigate the ethical implications of their work, whether in data analysis or opposition research. Ultimately, both courses prepare students to become effective contributors to political campaigns, equipping them with the skills and knowledge necessary to succeed in a competitive environment. Through their respective focuses on data analysis and opposition research, students gain a comprehensive understanding of the strategic role data plays in shaping political outcomes.

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Comparison, Contrast and Overlap Explanation of Objectives for Earned Media (hereafter referred to as "**Earned Media**") and Applied Media Selection and Application (hereafter referred to as "**Media**")

Comparisons

Main Focus

Both "Earned Media" and "Media" center on the strategic use of media in political and public relations contexts. "Earned Media" emphasizes the process of gaining media coverage through relationship-building, effective messaging, and overcoming challenges like rejection. In contrast, "Media" provides a comprehensive understanding of choosing the proper media channels for paid political outreach, focusing on both theoretical frameworks and practical applications.

Application of Course Material

"Earned Media" immerses students in the actual mechanics of media pitching, requiring them to engage in real-world scenarios such as planning a media event. The course is straightforward, allowing students to practice their skills in real-time. Conversely, "Media" combines theory with practice, equipping students with the analytical tools needed to assess the effectiveness of different media channels among specific local audiences. While "Earned Media" focuses on individual interactions with journalists, "Media" emphasizes a broader strategic approach to media use in political campaigns.

Skills Development

In "Earned Media," students develop skills in crafting compelling narratives, managing crises, and building relationships with media outlets. The course stresses storytelling and effective communication to create impactful pitches. "Media" also enhances communication skills, but with a stronger emphasis on critical analysis of media strategies and decision-making processes. Both courses aim to prepare students for the complexities of media engagement, though "Earned Media" leans more towards people skills, while "Media" emphasizes analytical and strategic thinking skills.

Learning Outcomes

Students completing "Earned Media" will emerge with practical skills in media relations, including crafting pitches and managing public perceptions during crises. They will also understand the emotional aspects of media engagement, such as handling rejection. In contrast, students in "Media" will gain a theoretical understanding of media dynamics and learn to create tailored media plans for local campaigns. They will be adept at evaluating the effectiveness of various media strategies and will have a solid grounding in ethical considerations related to media use in political communication.

Career Preparation

"Earned Media" prepares students for roles that directly involve media relations, such as public relations specialists or communications directors, equipping them with practical tools to engage with the media effectively. "Media," on the other hand, prepares students for broader roles in political and electoral communications, emphasizing

strategic planning and analysis. This course is particularly beneficial for those looking to work in campaign management or media strategy, as it provides a well-rounded understanding of how to select and apply media effectively.

Contrast

Scope
“Earned Media” is focused primarily on the nuances of media relations, including pitching strategies and crisis management, particularly in the context of political campaigns. “Media,” however, encompasses a broader scope, addressing the theoretical and practical aspects of choosing and applying various media channels in political electoral contexts.

Content Focus
“Earned Media” delves deeply into the specific practices of media pitching, relationship building, and the emotional resilience required in dealing with the media. It emphasizes practical skills and real-world applications, such as planning a media event. “Media,” in contrast, offers a theoretical exploration of media selection principles, followed by practical applications in analyzing media effectiveness and crafting comprehensive media plans.

Contextual Application
“Earned Media” emphasizes real-time applications and direct engagement with the media, allowing students to experience the challenges of pitching firsthand. In contrast, “Media” focuses on analyzing case studies and current events within a theoretical framework, enabling students to understand media strategies' broader implications across various political contexts.

Complexity of Skills
The skills developed in “Earned Media” revolve around interpersonal communication, storytelling, and emotional intelligence, focusing on the dynamics of pitching and building media relationships. “Media” requires more analytical skills, asking students to assess and evaluate media strategies systematically. While both courses demand critical thinking, “Media” may present a higher complexity in terms of strategic planning and theoretical analysis.

Overlaps

Both courses emphasize the importance of ethical considerations in media practices, ensuring that students understand the responsibilities that come with media engagement. They also encourage collaborative learning through peer feedback,

enhancing students' ability to refine their strategies and improve their communication skills.

Additionally, each course prepares students to navigate the complexities of modern media landscapes, equipping them with tools to engage effectively in political communication. Both “Earned Media” and “Media” aim to foster a nuanced understanding of how media influences public perception and political outcomes, preparing students for successful careers in communications and public relations.

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Comparison, Contrast and Overlap Explanation of Objectives for Earned Media (hereafter referred to as “**Earned Media**”) and Political Communication and Message Development (hereafter referred to as “**Political Communication**”)

Comparisons

Main Focus
Both “Earned Media” and “Political Communication” are centered on the essential role of communication in political contexts. “Earned Media” emphasizes the strategies behind gaining media attention and managing relationships with journalists, particularly in the context of campaigns and crises. In contrast, “Political Communication” focuses on crafting powerful political messages and understanding how to evaluate and critique these messages effectively.

Application of Course Material
In “Earned Media,” students engage in real-world activities, including planning and managing a media event, which allows them to practice the dynamics of media pitching and relationship building. This firsthand experience is crucial for understanding the nuances of earned media. “Political Communication,” while also practical, emphasizes the creation and evaluation of political messages across various contexts, including electoral and policy campaigns. The course involves assignments that require students to develop persuasive messages and assess the effectiveness of existing political communications.

Skills Development
“Earned Media” develops skills in strategic messaging, storytelling, and crisis communication, with a strong focus on engaging with media outlets and building relationships. Students learn how to tailor their messages to specific audiences and craft compelling narratives. “Political Communication,” on the other hand, enhances skills in critical analysis, research, and strategic message construction. Students learn to integrate storytelling with audience analysis to create messages that resonate, demonstrating a blend of creativity and analytical thinking.

Learning Outcomes
Upon completion of “Earned Media,” students will be equipped with practical tools for navigating media relations effectively, managing crises, and crafting powerful pitches. They will gain an appreciation for the ethical considerations inherent in media practices. In “Political Communication,” students will learn to design and evaluate political communication strategies, understand the importance of research, and develop persuasive messages tailored to specific contexts. Both courses aim to prepare students for impactful roles in political communication.

Career Preparation
“Earned Media” prepares students for roles that involve media relations, public relations, and campaign management, equipping them with practical skills and experience in real-world scenarios. “Political Communication” prepares students for a broader range of positions in political communications, public affairs, and related fields, emphasizing the strategic aspects of message crafting and evaluation. Both courses equip students with the necessary tools to succeed in the communications landscape of politics.

Contrast

Scope
“Earned Media” has a narrower focus on the dynamics of media engagement and the strategies involved in securing media coverage for campaigns. It delves into the relationship-building aspects of media relations. In contrast, “Political Communication” has a broader scope, encompassing the entire process of crafting, delivering, and evaluating political messages, including a focus on the rhetorical power of these messages across various platforms and contexts.

Content Focus
“Earned Media” concentrates on the practical aspects of media relations, such as pitching, crisis communication, and relationship management with journalists. The content is heavily focused on real-time applications and the emotional resilience required in media engagements. “Political Communication,” however, focuses on the theoretical underpinnings of political messaging, including audience analysis, message sequencing, and the use of research in developing persuasive communications. This course places a stronger emphasis on the broader strategic implications of messaging.

Contextual Application
In “Earned Media,” students apply their learning in specific scenarios, such as planning an actual media event or navigating a crisis, allowing for immediate feedback and real-world practice. “Political Communication” encourages students to apply their skills in a variety of contexts, including electoral campaigns and policy advocacy. Still, the focus is more on creating and critiquing messages rather than direct engagement with the media.

Complexity of Skills
“Earned Media” requires students to develop interpersonal skills and emotional intelligence, particularly in handling media relationships and crises. The complexity lies

in navigating the unpredictable nature of media interactions. “Political Communication,” while also demanding critical thinking, leans more towards analytical skills, requiring students to assess and evaluate messages based on rhetorical effectiveness and audience impact. This analytical approach may present a different kind of complexity, focusing on structured communication strategies rather than dynamic interpersonal skills.

Overlaps

Both courses emphasize the importance of ethical considerations in communication, ensuring that students understand the responsibilities that come with crafting and disseminating political messages. They also promote collaborative learning, with students working together to develop strategies and provide constructive feedback on each other's work.

Additionally, both courses aim to prepare students for successful careers in political communication, equipping them with the necessary skills and knowledge to navigate the complex landscape of political messaging and media engagement effectively. Both “Earned Media” and “Political Communication” strive to cultivate a nuanced understanding of how communication influences political outcomes and public perception, preparing students for impactful roles in this vital field.