**FLORIDA ATLANTIC UNIVERSITY**

**Undergraduate Programs—NEW COURSE PROPOSAL**

<table>
<thead>
<tr>
<th>DEPARTMENT: POLITICAL SCIENCE</th>
<th>COLLEGE: ARTS AND LETTERS</th>
</tr>
</thead>
</table>

**RECOMMENDED COURSE IDENTIFICATION:**

Prefix ____ POS ____ Course Number ____4275____ Lab Code (L or C) ____

*(TO OBTAIN A COURSE NUMBER, CONTACT JENNING@FAU.EDU)*

Complete Course Title: ADVANCED CAMPAIGNING

**CREDITS: 3**

<table>
<thead>
<tr>
<th>TEXTBOOK INFORMATION: REQUIRED BOOKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) The Victory Lab: The Secret Science of Winning Campaigns, by Sasha Issenberg</td>
</tr>
<tr>
<td>(2) Socially Elected: How to Win Elections Using Social Media, by Craig Agranoff and Herbert Tabin</td>
</tr>
<tr>
<td>(3) Political Campaign Desk Reference by Michael McNamara</td>
</tr>
</tbody>
</table>

**EFFECTIVE DATE**

(first term course will be offered)

Spring 2016

**GRADING (SELECT ONLY ONE GRADING OPTION):**

Regular ____ Pass/Fail ____ Satisfactory/Unsatisfactory ____

**COURSE DESCRIPTION, NO MORE THAN THREE LINES:**

This course is an intensive program that teaches students how to run a political campaign. It covers campaign techniques, strategy, and tactics with emphasis on recent technological developments.

**PREREQUISITES WITH MINIMUM GRADE**: 

Corequisites*: 

Registration Controls (major, college, level)*: 

*Default minimum passing grade is D-. Prerequisites, corequisites and registration controls will be enforced for all course sections.

**MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE:** 

M.A. Political Science

**WAC/GORDON RULE COURSE**: 

Yes ____ No ____

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: www.fau.edu/WAC

**GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION)**

- Written Communication  
- Society/Human Behavior  
- Mathematics/Quant. Reas.  
- Global Citizenship  
- Science/Natural World  
- Creative Expression

Must attach the appropriate General Education Course Approval Request: 
www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php

Faculty contact, email and complete phone number:

Kevin M. Wagner, J.D., Ph.D  
Department of Political Science  
Office: SO 384G Boca Raton  
Email: kwagene15@fau.edu  
Telephone: 561-297-3218

Please consult and list departments that might be affected by the new course and attach comments. 

NA
Email this form and syllabus to mjanning@fau.edu seven business days before the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website prior to the meeting.