

# FLORIDA ATLANTIC UNIVERSITY™

UUPC APPROVAL 4/24/15  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

## Undergraduate Programs—NEW COURSE PROPOSAL<sup>1</sup>

DEPARTMENT: POLITICAL SCIENCE

COLLEGE: ARTS AND LETTERS

**RECOMMENDED COURSE IDENTIFICATION:**

PREFIX    POS    COURSE NUMBER   4275   LAB CODE (L of C)   

(TO OBTAIN A COURSE NUMBER, CONTACT [MJENNING@FAU.EDU](mailto:MJENNING@FAU.EDU))

COMPLETE COURSE TITLE: ADVANCED CAMPAIGNING

**EFFECTIVE DATE**

(first term course will be offered)

   SPRING 2016   

CREDITS<sup>2, 3</sup>:

**TEXTBOOK INFORMATION: REQUIRED BOOKS**

- (1) THE VICTORY LAB: THE SECRET SCIENCE OF WINNING CAMPAIGNS, BY SASHA ISSENBERG
- (2) SOCIALLY ELECTED: HOW TO WIN ELECTIONS USING SOCIAL MEDIA, BY CRAIG AGRANOFF AND HERBERT TABIN
- (3) POLITICAL CAMPAIGN DESK REFERENCE BY MICHAEL McNAMARA

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR   X   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 W/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<sup>3</sup>**

YES    NO   X  

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC)

**GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION)<sup>4</sup>**

- 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](http://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: kwagne15@fau.edu  
 Telephone: 561-297-3218

Please consult and list departments that might be affected by the new course and attach comments.<sup>5</sup>

NA

<b>Approved by:</b>	<b>Date:</b>	<b>1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist: <a href="http://www.fau.edu/academic/registrar/UUPCinfo">www.fau.edu/academic/registrar/UUPCinfo</a></b> <b>2. Review Provost Memorandum: Definition of a Credit Hour <a href="http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf">www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf</a></b> <b>3. WAC approval (attach if necessary)</b> <b>4. Gen. Ed. approval (attach if necessary)</b> <b>5. Consent of affected departments (attach if necessary)</b>
Department Chair: <u>Alvin</u>	<u>4/15/15</u>	
College Curriculum Chair: <u>[Signature]</u>	<u>4/15/15</u>	
College Dean: <u>Heather Tolman</u>	<u>4-15-15</u>	
UUPC Chair: <u>J E [Signature]</u>	<u>4/24/15</u>	
Undergraduate Studies Dean: <u>Elmer [Signature]</u>	<u>5/5/15</u>	
UFS President: _____	_____	
Provost: _____	_____	

Email this form and syllabus to [mjennina@fau.edu](mailto:mjennina@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.

