

GVPT. 423
U.S. Elections and Electoral Behavior

TuTh 11:00am-12:15pm (TYD 2111)

Professor: Jim Gimpel
 Office: 3140Q Tydings
 Office hours: Th 9-11, and by appointment

This course is about elections and political campaigns in American politics. Topics to be covered include: recent electoral history and change; voting and political behavior; political regionalism and geography; how much campaigns matter to who wins; campaign organization, strategy and finance; the conduct of campaign research and polling; campaign advertising; volunteer recruitment; and other relevant topics.

Given the heavy reading load in this class, and given that the lectures expand upon and elaborate rather than repeat the readings, it is essential that you attend class and that you not fall behind. The major work product of the course will be five homework assignments and two exams. More information about the exams and the homework assignments will be given to you after the start of the course.

Homework assignments (5)	40%
Mid-term exam	25%
Final exam	25%
Attendance/participation	10%

All grades are non-negotiable. Homework is due on the date that is listed on the syllabus. *Late homework is not accepted.*

Final Exam:

The final exam is scheduled for Monday, Dec 15 from 8:00 am to 10:00 am

Required Books:

1. Earl Black and Merle Black. 2007. *Divided America*.
2. Bill Bishop. 2008. *The Big Sort*.
3. Daniel M. Shea and Michael John Burton. 2006. *Campaign Craft: The Strategies, Tactics and Art of Political Campaign Management*

4. Daron R. Shaw. 2006. *The Race to 270: The Electoral College and the Campaign Strategies of 2000 and 2004*

5. Donald P. Green and Alan Gerber. 2008. *Get Out the Vote! 2nd Edition*

Below is a calendar of reading assignments to help you keep pace with the flow of lectures and discussion topics. It will be to your advantage to follow this calendar. Students who keep up with the reading on a week-by-week basis do far better on the exams than those who try to read everything two days beforehand.

Calendar of Class Meetings and Reading Assignments		
<i>Tu-Th</i>	<i>Lecture/Discussion/Exam</i>	<i>Reading</i>
Sept. 2,4	<i>U.S. Electoral Behavior: History</i>	Black and Black, Chaps 1-2
Sept. 9,11	<i>Political Regionalism</i>	Black and Black, Chaps 3-5
Sept. 16,18	<i>Development of Party, Race and Class</i>	Black and Black, Chaps 6-8
Sept. 23,25	<i>Polarization, Sorting and Political Change</i>	Black and Black, Chap 9 ; Bishop, Intro and Chap 1
Oct. 2	No Class on Sept 30 <i>Mobility and Segregation</i>	Bishop; Chaps 2-3
Oct. 7,9	<i>The 1960s to Today</i>	Bishop; Chaps 4-6
Oct. 14,16	<i>Forces that Reinforce Sorting Processes</i>	Bishop; Chaps 7-9
Oct. 21,23	<i>Sorting and Campaign Politics</i> Exam 1 On Thu, Oct 23	Bishop; Chaps 10-12
Oct. 28,30	<i>Presidential Campaigns and the Electoral College Strategy</i>	Shaw, Chaps 1-3; Gerber and Green, Chaps 1-2
Nov. 4,6	<i>Presidential Campaigns and Campaign Plans</i>	Shaw, Chaps 4-5; Shea and Burton, Chaps 1-5
Nov. 11,13	<i>Inside the Campaign: Turnout and Mobilization</i>	Gerber and Green; Chaps 3-5
Nov. 18,20	<i>Inside the Campaign: Turnout and Mobilization</i>	Gerber and Green; Chaps 6-10
Nov. 25	<i>Inside the Campaign: Volunteers and Grassroots</i>	Shea and Burton, Chaps 6-9, 12; Green and Gerber, Chaps 6-8.
Dec. 2,4	<i>Campaign Media and Advertising</i>	Shea and Burton, Chaps 10-11
Dec. 9,11	<i>Summary and Final Class</i>	Shea and Burton, Chap 13
Dec. 15	Final Exam, 8:00 am	Final Exam, 8:00 am