COURSE DETAIL

AN AMERICAN PERSPECTIVE ON POLITICAL CAMPAIGNS
Country Denmark
Host Institution University of Copenhagen
Program(s) University of Copenhagen
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Political Science
UCEAP Course Number 155
UCEAP Course Suffix
UCEAP Official Title AN AMERICAN PERSPECTIVE ON POLITICAL CAMPAIGNS
UCEAP Transcript Title US POL CAMPAIGNS
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
This course provides students with a framework for understanding how political campaigns are conducted at the national and state levels in the United States. The course covers the major factors impacting elections including, the process, the rules, the media coverage, the money, outside interests, the advertising, the strategizing, the data, the field work, all within the context of the 2008 and 2016 elections. From the start of the primary season through the general election, 2016 was one of the most exciting years in American campaign history. The trajectory of the candidacy of Donald Trump defied all expectations and seemingly upended the prevailing assumptions about how to run a successful campaign. Trump's ultimate ascendancy to the presidency necessitates reexamination of many of those assumptions, but as is seen in this class, most of them continue to hold true. In each class the professor reviews that week's readings from “Campaigns and Elections”. For the first half of the semester, each class features group presentations of that week's readings from “Game Change”. For the second half of the semester, each class features group presentations of that week's readings from “The Victory Lab”.

Language(s) of Instruction
English

Host Institution Course Number
ASTK15472U

Host Institution Course Title
AN AMERICAN PERSPECTIVE ON POLITICAL CAMPAIGNS

Host Institution Course Details

Host Institution Campus
Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department

Political Science

Course Last Reviewed

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