

JP Catholic University

MBA with an emphasis in Politics Begins Fall 2011

Program Overview

In the United States, we elect over a half a million people annually to political office. The campaign process is experiencing dramatic and complex changes. The contemporary campaign requires a diverse set of professionals with new and evolving skills in positioning, marketing, polling, fundraising, technology and new media social networking for success.

JP Catholic University is pleased to expand its MBA degree program to include an emphasis in Politics, providing graduate instruction at the intersection of politics, business, and faith. The 18-month program is designed as a comprehensive, introduction to both the principles and practical tools necessary to excel in the many facets of contemporary political campaigns. The rigorous multidisciplinary curriculum provides broad insights into voting behavior, candidate strategy, polling and data analysis, campaign strategy, compliance, fundraising, media management, and political leadership. You will be in the trenches, applying your knowledge as a volunteer in local campaigns as well as formulating real campaigns in our Campaign LaunchPad. You learn the fundamentals of how City Hall, County Hall, your state capital and Washington works. Our program places strong emphasis on forming students both morally and ethically in a supportive, non-partisan environment. Our faculty includes leading scholars and hands-on practitioners.

This unique program establishes JP Catholic University as a center for study at the intersection of politics, business and faith. The skills acquired enable students to seek careers in politics that will impact cultures locally, nationally and globally for Christ. You will acquire the insights to help you navigate the intricate political landscape, understand how to influence the process, and to be successful, while being true to who you are.

Program Map & Course Listings

Philosophy & Theology	Business Principles	Economics & Finance	Politics	Campaign LaunchPad
Intro to Philosophy	Market Research	Financial Accounting	Theory of Politics	Understanding State & Local Government and Politics
Rhetoric: The Art of Persuasion	Business Planning	Macro-economics	Running for Office - Campaign Strategy	Polling & Qualitative Research Methods
Scripture	Marketing Management	Entrepreneurial Finance	Law of the Political Process	Campaign Fundraising
Philosophy of Man	Business Law	Micro-economics	Public Economics	Building a Campaign Organization
Modern Philosophy	IP Law	Quantitative Economics	Political Leadership	Campaign Advertising
Moral Theology & Ethics	International Business	Economics of Industry	Ethics in Politics	Campaign Execution

Politics

POL 501. Theory of Politics: The course introduces students to concepts central to the analysis of politics. The study of concepts such as liberty, justice, authority or power provides the foundation for understanding the nature of political thought. These concepts underpin the study of politics and are crucial to understanding the relation between political thought and action. The course develops skills necessary for constructing critical arguments in politics. Philosophical, ideological and historical analyses are assessed and contrasted. Students are therefore encouraged to explore different ways of approaching these issues, though they are also enabled, if they so wish, to choose a specific strategy from among these approaches. Students will reflect on the principles underlying politics, to make reasoned assessments of political discourse, and to develop their own arguments at a requisite degree of sophistication.

POL 502. Running for Office - Campaign Strategy: The course introduces students to electoral politics from the perspective of the candidate. Topics covered include: strategic and personal factors involved in the decision to run; the consequences of victory or defeat; the basic systems that must be managed to produce electoral victory;

the importance of the campaign plan and campaign budget as foundation for management of campaigns. The class focuses on development of campaign plan.

POL 503. Law of the Political Process: The course introduces students to the legal and constitutional framework for political process, including ballot access, voter registration, and state laws governing recognition of political parties and political organizations; federal and state laws regulating campaign finance; laws and regulations covering political broadcasting and cable-casting; laws and regulations covering lobbying registration and ethics in public service.

POL 504. Economic Policy: The course introduces students to the principles underlying economic policy and their applications. Taxation and government spending are considered extensively. Topics covered include: the designs of various tax schemes; major public spending, including defense, health, education and entitlements; market failure and the design of policies in response to it, the rationale for government intervention and the constraints on government action.

POL 505. Political Leadership: The course introduces students to the theory and practice of leadership in the political arena. It addresses the development and the self-assessment of leadership skills and potential. Topics covered include: communications practices for exercising political leadership; principles of leadership in the political realm compared to corporate and nonprofit sectors; strategies on how to govern while balancing electoral support and policy perspectives.

POL 506. Ethics in Politics: The course introduces students to the professional responsibilities of candidates and their political managers. Topics include: Laws and regulations that determine political activity (conflict of interest, disclosure, lobbying registration, campaign finance, fraud, etc.), political philosophy, the central ideas, principles, and purposes of democracy. It introduces the student to political leadership as ethics in action, bringing together theory and practical application, starting with concrete situations and reasoning back to Constitutional and philosophical principles.

Campaign LaunchPad

POL 551. Understanding State & Local Government and Politics: The course introduces students to legislating and campaigning at the state and local levels. Topics include: Methods and techniques for

advocacy in state capitals; the challenges of seeking public office or managing a local political campaign. Develop the strategic sense of campaigning for office and leadership skills necessary for dealing with the many roadblocks in a campaign. Students will identify a specific local office for which they would like to run for and then design a detailed campaign plan.

POL 552. Polling & Qualitative Research Methods: The course introduces students to the use of quantitative information to understand how citizens make decisions about political issues. Topics include: research design, statistical association and causal reasoning, types of variables, hypothesis testing and confidence, and introduction to regression analysis. The student learns: how to conduct public opinion polling, voter behavior studies, and attitudinal change; the survey research commonly used in campaigns; the major objectives of surveys, designing and drawing samples, constructing and pretesting questionnaires, modes of interviewing, financial implications, practical problems in selecting and monitoring polling organizations, and interpretation of survey data; the uses and usefulness of focus groups and small-sample interviews; procedures involved in these techniques; implications of psychological and sociological theory; relationship of qualitative and quantitative research.

POL 553. Campaign Fundraising: The course introduces students to raising and spending of money in political campaigns, referenda contests, issue politics, and lobbying efforts. Topics include: budgeting, control of expenditures, accounting procedures, and general strategies for fundraising; analysis and techniques of effective speech writing and speech presentation for campaigns and public policy forums.

POL 554. Building a Campaign Organization and Execution: The course introduces students to the challenges facing the candidate and the campaign manager in staffing a campaign and executing on the campaign plan. Topics covered include: candidate assessment, fundraising, geographic and demographic targeting, field organization, canvassing, phone-banks and get-out-the-vote, press operations, financial control, and relations with the party and interest groups.

POL 555. Campaign Advertising: This course focuses on: the strategies and techniques for the use of the various media in political campaigns, with an emphasis on the use of TV; the impact and potential uses of various media; development of campaign messages; and production, timing, and placement of television advertising.

Students develop a basic political communications model, including such topics as communications strategy, political research (targeted audiences, polling and candidate research) and message discipline. Students will design print ads and brochures; produce a 30-second video for Internet usage (websites, social networking, and mobile technologies); a press release, issue brief, a direct mail letter, fact sheet, and talking points.

POL 555. Campaign Execution: In this course, students will execute on the campaign for a specific local office for which they will run for that they identified in POL 551 and have developed a detailed campaign plan and organization over the past 4-quarters.

Economics & Finance

ECON 501. Quantitative Economics This course is designed to provide the rationale for and intuition about the application of statistical methods to the analysis of a range of applied economics issues, such as the economics effects of education or the behavior of aggregate consumption. Topics include: descriptive statistics, basic statistical distributions and applications to economic data, sampling and hypothesis testing, regression analysis and the testing and interpretation of regression results, time series modeling and empirical applications of these methods in micro and macroeconomics.

ECON 502. Macroeconomics: This course introduces students to the ideas and tools of modern macroeconomic analysis, and shows how these tools can be applied to issues in macroeconomic policy. Topics cover: macroeconomic theories and their policy implications; macroeconomic shocks and fluctuations; unemployment and inflation; exchange rates, interest rates; inter-temporal adjustment, growth theory and monetary and fiscal policy.

ECON 503. Microeconomics: This course aims to introduce you to some of the fundamental ideas and tools of modern microeconomic theory and their applications to policy issues, such as competition and environmental policies. Topics include: Risk, expected utility theory; welfare economics and general equilibrium, public goods and externalities; game theory and industrial organization; information economics and applications of microeconomics.

ECON 504. Economics of Industry: This course focuses on the behavior of private sector firms. It builds on the analysis of oligopoly behavior developed in the Microeconomics core course, extending this

to provide a comprehensive industrial organization analysis. Implications of firm behavior for social welfare are considered throughout. The course includes empirical evidence from studies of real markets. The major themes of industrial and competition policy are covered, including oligopolistic price competition, product differentiation, strategic entry deterrence and predatory behavior, advertising, price discrimination, vertically related markets, R & D, technology races, the relationship between market structure and profitability, and the analysis of mergers.