Political Marketing

SECTION I: Course Overview

Course Code: POL351BCN
Subject Area(s): Political Science
Prerequisites: See Below
Language of Instruction: English
Total Contact Hours: 45
Recommended Credits: 3

COURSE DESCRIPTION

Within the context of important elections and referenda in the Western world, propaganda, persuasion, and political manipulation have always existed. However, in a rapidly changing world, political allegiances and convictions shift more quickly than ever. Politicians, political programs, and political measures are products that have to be sold like any other; therefore, political marketing must also fluctuate in response. Whatever the political content, it can be made attractive to the citizen using special tactics and strategies.

This course focuses on what political marketing is and how it works. You will study how political leaders, ideas, candidates, parties, programs, and actions are sold on the political market. Important concepts like branding, targeting, positioning, e-marketing, and framing will be analyzed from a political science perspective. You will be able to describe aggressive, defensive, sales-oriented, and populist strategies, as well as explore the importance of political market research. You will also compare the US and the host culture forms of political marketing. Finally, we will discuss the impact and consequences political marketing may have on democracy and the governance of states.

LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to:

- Outline where and how politics and marketing meet through the lens of case studies.
- Describe the most common and important political marketing strategies, techniques, and tools.
- Develop a marketing strategy for a political candidate, party, or policy.
- Assess the policy contents versus the political marketing strategies and techniques within a political discourse.
• Discuss the potential impacts and consequences of marketing strategies and techniques on democracy and the governance of states.

**PREREQUISITES**

There are no perquisites for this course; however, previous coursework in political science and/or marketing is advised.

**SECTION II: Instructor & Course Details**

**INSTRUCTOR DETAILS**

Name: TBA  
Contact Information: TBA  
Term: SEMESTER

**ATTENDANCE POLICY**

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day’s class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

<table>
<thead>
<tr>
<th>ALLOWED ABSENCES – SEMESTERS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Courses Meeting X day(s) Per Week</td>
<td>Allowed Absence(s)</td>
<td>Automatic Failing Grade at Xth Absence</td>
</tr>
<tr>
<td>Courses meeting 1 day(s) per week</td>
<td>1 Absence</td>
<td>4th Absence</td>
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</tbody>
</table>

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

| ATTENDANCE DOCKING PENALTIES | | | | |
|------------------------------|--|--|--|
| Absence | 1st | 2nd | 3rd | 4th |
| Penalty | No Penalty | 0.5 Grade Docked | 1 Grade Docked | Automatic Failure |

| HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES | | | | |
| Grade | A+ | A | A- | F |

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused.

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even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

**Grading & Assessment**

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Independent Learning Activities</td>
<td>10%</td>
</tr>
<tr>
<td>Research Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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</tbody>
</table>

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by the your home institution.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Numerical Grade</th>
<th>Percentage Range</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>9.70 – 10.0</td>
<td>97.0 – 100%</td>
<td>4.00</td>
</tr>
<tr>
<td>A</td>
<td>9.40 – 9.69</td>
<td>94.0 – 96.9%</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>9.00 – 9.39</td>
<td>90.0 – 93.9%</td>
<td>3.70</td>
</tr>
<tr>
<td>B+</td>
<td>8.70 – 8.99</td>
<td>87.0 – 89.9%</td>
<td>3.30</td>
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<tr>
<td>B</td>
<td>8.40 – 8.69</td>
<td>84.0 – 86.9%</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>8.00 – 8.39</td>
<td>80.0 – 83.9%</td>
<td>2.70</td>
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<tr>
<td>C+</td>
<td>7.70 – 7.99</td>
<td>77.0 – 79.9%</td>
<td>2.30</td>
</tr>
<tr>
<td>C</td>
<td>7.40 – 7.69</td>
<td>74.0 – 76.9%</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>7.00 – 7.39</td>
<td>70.0 – 73.9%</td>
<td>1.70</td>
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<td>D</td>
<td>6.00 – 6.99</td>
<td>60.0 – 69.9%</td>
<td>1.00</td>
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<tr>
<td>F</td>
<td>0.00 – 5.99</td>
<td>0.00 – 59.9%</td>
<td>0.00</td>
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<tr>
<td>W</td>
<td>Withdrawal</td>
<td>N/A</td>
<td>0.00</td>
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<tr>
<td>INC</td>
<td>Incomplete</td>
<td>N/A</td>
<td>0.00</td>
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**Assessment Overview**

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

**Class Participation (10%)**: Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should

*The instructor reserves the right to make changes or modifications to this syllabus as needed*
understand that attendance and punctuality are expected and will not count positively toward the participation grade.

<table>
<thead>
<tr>
<th>CLASS PARTICIPATION GRADING RUBRIC</th>
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<tr>
<td><strong>Student Participation Level</strong></td>
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<tr>
<td>You make major &amp; original contributions that spark discussion, offering critical comments clearly based on readings, research, &amp; theoretical course topics.</td>
</tr>
<tr>
<td>You make significant contributions that demonstrate insight as well as knowledge of required readings &amp; independent research.</td>
</tr>
<tr>
<td>You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.</td>
</tr>
<tr>
<td>You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.</td>
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<tr>
<td>You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.</td>
</tr>
<tr>
<td>You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.</td>
</tr>
<tr>
<td>You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.</td>
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</table>

**Oral Presentation (10%):** You will be required to offer a short oral presentation on an exemplifying case in the context of the course session. The case and presentation will be assigned to you at the beginning of the course. The case will be the basis for your research paper too (see below). Both content and form will be taken into account. The aim is to elaborate on common political marketing strategies and techniques used, as well as discussing the impacts of these strategies on politics and society. Further information will be provided regarding format expectations.

**Independent Learning Activity (10%):** You will complete one assignment based on the guest speaker visit or on one of the AICAP activities recommended for this course or any other independent learning activity suggested throughout the course. This assignment consists of one 500-word report on the guest speaker/AICAP or independent learning activity, which sums up and analyzes the activity in the context of the course, and underlines relevant course facts and findings. Your topic is to be chosen in accordance with the instructor, who will provide you with further guidelines. Alternative assignment proposals made by the student may be taken into consideration.

**Research Paper (20%):** This 2000-word paper is an elaboration of the case study assigned for your oral presentation at the beginning of the course. The paper is to be handed in the day of the mid-term exam regardless of the date of your oral presentation. The topic is subject to approval by the instructor. It cannot be a simple summation of the presentation, but must fully explain the impacts and consequences of marketing strategies and techniques used in your case study. Following academic practice, all sources should be cited and a full bibliography should be included.

**Mid-Term & Final Exams (25%+25%):** The mid-term and final exams are designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed above.
They are comprised of questions and exercises that test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course. The written mid-term examination will cover the first half of the course whilst the final examination will only cover material presented and discussed in the second half of the course. The final exam will consist of two parts: in the first part you will be asked to develop a marketing strategy for a political candidate, party, or policy; the second part will include questions related to the topics covered in class.

**Experiential Learning Activities**

CEA courses are designed to include a variety of experiential learning activities that will take you out of the classroom and allow you to explore your local, host city, as well as bring the local community into the classroom. These activities may include field studies, guest lectures and/or activities offered through our Academically Integrated Cultural Activities Program (AICAP).

**Guest Lectures**
- Lecture of a political adviser of one Spanish political party

**Experiential Learning Activities (AICAP)**

CEA courses are designed to include a variety of experiential learning activities that will take you out of the classroom and allow you to explore your local, host city. These activities may include field studies, guest lectures and/or activities offered through our Academically Integrated Cultural Activities Program (AICAP). The AICAP activities selected for this course were chosen for their relevance to the course’s learning objectives. While these activities may not be mandatory, you are highly encouraged to attend. Please check the Forms of Assessment section to find out if AICAP activities are related to any specific form of assessment.

- Madrid & Art Museums
- Reshaping the City: Urban Transformations in Barcelona
- Barcelona speaks: Graffiti & Street Art Tour
- Barça Soccer Match
- Changemakers in Action
- Speak Local, Be Global
- Creating brand & business: Room Mate hotels visit

**Required Readings**

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

**I. Required Text(s):** You may purchase the required text(s) prior to departure or upon program arrival. The required text(s) are listed below:


**II. Selected Reading(s):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

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**Required Films**


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Obama, B., 'The Road We've Traveled', Pre-campaign Mini documentary, March 15, 2012. [https://www.youtube.com/watch?v=2POembdArVo].


**RECOMMENDED READINGS/FILMS**

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.


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Vatel (2000), Director: Roland Joffé


**ADDITIONAL RESOURCES**

In order to ensure you success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library**: As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.

- **CEAClassroom – Moodle**: CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, uploadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

  During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It
is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the “While You’re Abroad Tab” and make sure you are under the “Academics” sub-menu. There you will see a link above your schedule that says “View Online Courses” select this link to be taken to your Moodle environment.
<table>
<thead>
<tr>
<th>SESSION</th>
<th>TOPICS</th>
<th>ACTIVITY</th>
<th>READINGS &amp; ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Introduction: The syllabus, the course, &amp; their details</td>
<td>General overview &amp; discussion</td>
<td>Prepare questions on syllabus and course in general</td>
</tr>
</tbody>
</table>
| 2       | Political Marketing: What is this? Political Science & Marketing The Market & the Product | Lecture & Discussion | Readings:  
Lees-Marshment et al. (pp. 1-16).  
Jackson, 'General Election Marketing' (pp. 251-259).  
Serazio, 'Branding Politics' (pp. 225-241). |
| 3       | Strategies I: Targeting, Positioning Strategies | Oral Presentations (Case Studies) Lecture & Discussion | Readings:  
Lees-Marshment et al. (pp. 17-24).  
Baines et al., 'Positioning in Political Marketing' (pp. 172-200). |
| 4       | Strategies II: Market & Sales Oriented Strategies Populist Strategies | Oral Presentations (Case Studies) Lecture & Discussion | Readings:  
Lees-Marshment et al. (pp. 25-34).  
Maier et al., 'Political Marketing in Germany' (pp. 34-51).  
Strömbäck, 'Political Market-Oriented in a Multi-Party System: the Swedish Case' (pp. 52-64). |
| 5       | Strategies III: General Considerations on Strategies | Lecture & Discussion |  |
| 6       | Market Research I: The Political Market and Consumer Candidate, Policies and Opposition Quantitative and/or Qualitative Research | Oral Presentations (Case Studies) Lecture & Discussion | Readings:  
Lees-Marshment et al. (pp. 53-85).  
Rothmayr and Hardmeier, 'Government and Polling' (pp. 123-140). |
| 7       | Market Research II: Big Data Analysis Informal Low-Cost Research | Oral Presentations (Case Studies) Lecture & Discussion | Readings:  
McNeely and Hahm, 'The Big (Data) Bang: Policy, Prospects, and Challenges' (pp. 304-310).  
Rademacher and Tuchfarber, 'Pre-election Polling and Political Campaigns' (pp. 197-222). |

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<table>
<thead>
<tr>
<th>8</th>
<th>MIDTERM EXAM</th>
<th>Exam Review</th>
<th>MIDTERM EXAM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>10</strong></td>
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<tr>
<td></td>
<td><strong>Political Branding:</strong>&lt;br&gt;Banding Leaders, Candidates &amp; Parties</td>
<td><strong>Exam Review</strong>&lt;br&gt;Oral Presentations (Case Studies)&lt;br&gt;Guest Speaker Discussion</td>
<td><strong>Exam Review</strong>&lt;br&gt;Oral Presentations (Case Studies)&lt;br&gt;Lecture &amp; Discussion</td>
</tr>
</tbody>
</table>
|   | Readings:  
  - Lees-Marshal et al. (pp. 86-98).  
  - Daily, 'Why Branding Is Critical During a Political Campaign',  
  - Williams, 'How Trump's Political Brand Captured the White House'  
  - Nielsen and Larsen, 'Party Brands and Voting', (pp. 153-165). | Readings:  
  - Lees-Marshal et al. (pp. 98-117).  
  - Hulsse, 'The Catwalk Power: Germany's New Foreign Image Policy' (pp. 293-316).  
  - Wood, 'Rebranding the Nation: Germany's Image Politics' (pp. 161-181). | Readings:  
  - Lees-Marshal et al. (pp. 152-182).  
  - Brainmates, '5 Minutes with Stephen Quain, US Political Campaign Manager'  
  - Ducharme, 'What to Know About Brad Parscale, Donald Trump's 2020 Campaign Manager'  
  - Kruikemeier, Sezgin and Boerman, 'Political Microtargeting', (pp. 367-372).  
  - Schweiger and Aadami, 'The Nonverbal Image of Politicians and Political Parties' (pp.347-364).  
  - Tracey, 'Trust, Trump, and the Turnout', (pp. 526-532).  
  - Winston, 'How the Trump Campaign Built an Identity Database and Used Facebook Ads to Win the Election' | Audio-visual materials:  
  - Channel 4 News, 'Cambridge Analytica Uncovered: Secret Filming Reveals Election Tricks' |
|   | **9** | **10** | **11** |
|   | **Political Branding:**<br>Banding Programmes, Policies, Cities & Nations | **Exam Review**<br>Oral Presentations (Case Studies)<br>Lecture & Discussion | **Exam Review**<br>Oral Presentations (Case Studies)<br>Lecture & Discussion |
|   | Readings:  
  - Lees-Marshal et al. (pp. 98-117).  
  - Hulsse, 'The Catwalk Power: Germany's New Foreign Image Policy' (pp. 293-316).  
  - Wood, 'Rebranding the Nation: Germany's Image Politics' (pp. 161-181). | Readings:  
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  - Channel 4 News, 'Cambridge Analytica Uncovered: Secret Filming Reveals Election Tricks' |
|   | **10** | **11** | **12** |
|   | **Static Communication:**<br>Tools Campaigns Crisis Management | **Exam Review**<br>Oral Presentations (Case Studies)<br>Lecture & Discussion | **Exam Review**<br>Oral Presentations (Case Studies)<br>Lecture & Discussion |
|   | Readings:  
  - Lees-Marshal et al. (pp. 152-182).  
  - Brainmates, '5 Minutes with Stephen Quain, US Political Campaign Manager'  
  - Ducharme, 'What to Know About Brad Parscale, Donald Trump's 2020 Campaign Manager'  
  - Kruikemeier, Sezgin and Boerman, 'Political Microtargeting', (pp. 367-372).  
  - Schweiger and Aadami, 'The Nonverbal Image of Politicians and Political Parties' (pp.347-364).  
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<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activities</th>
<th>Readings</th>
<th>Audio-visual materials</th>
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</thead>
<tbody>
<tr>
<td>12</td>
<td><strong>Relational &amp; Interactive Communication:</strong></td>
<td>- Oral Presentations (Case Studies)</td>
<td>- Lees-Mashment et al. (pp. 183-210).</td>
<td>- O'Rourke, B., 'Just Launched Our First Ad'</td>
</tr>
<tr>
<td></td>
<td>E-Marketing</td>
<td>- Lecture &amp; Discussion</td>
<td>- Baines, 'Political Public Relations and Election Campaigning' (pp. 115-137).</td>
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<tr>
<td></td>
<td>Public Relations</td>
<td></td>
<td>- Hallahan, 'Political Public Relations and Strategic Framing' (pp. 177-212).</td>
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<td></td>
<td>Interactive &amp; Responsive Leadership</td>
<td></td>
<td>- Kruikemeier, 'How Political Candidates Use Twitter and the Impact on Votes' (pp. 131-139).</td>
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<td></td>
<td>Reputation Management</td>
<td></td>
<td>- Lee and Lim, 'Gendered Campaign Tweets:' (pp. 849-855).</td>
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<td></td>
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<td></td>
<td>- Lieber and Golan, 'Political Public Relations, News Management, and Agenda Indexing' (pp. 54-74).</td>
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<tr>
<td>13</td>
<td><strong>Marketing &amp; Delivery:</strong></td>
<td>- Lecture &amp; Discussion</td>
<td>- Lees-Mashment et al. (pp. 211-239).</td>
<td>- Conservative Party of Canada, 'Proven Leadership'</td>
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<td></td>
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<td>- Trump, <em>Contract with the American Voter</em></td>
<td>- Obama, B., 'The Road We've Traveled',</td>
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<td>- 'Memorable Conservative, Labour and Liberal Democrat Posters from Previous Election Campaigns', <em>The Telegraph</em>.</td>
</tr>
<tr>
<td>14</td>
<td><strong>Political Marketing in Democracy</strong></td>
<td>- Lecture &amp; Discussion</td>
<td>- Lees-Mashment et al. (pp. 240-264).</td>
<td>- Smith and French, 'The Political Brand!' (pp. 209-226).</td>
</tr>
<tr>
<td></td>
<td>The Ethical Question</td>
<td></td>
<td>- Smith and French, 'The Political Brand!' (pp. 209-226).</td>
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<td></td>
<td><strong>Submit Independent Learning Activity</strong></td>
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<td>15</td>
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<td></td>
<td><strong>Final Exam</strong></td>
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</tbody>
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SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found here
General Academic Policies can be found here