

Curriculum Unit

**Where are the Voters?: Crafting a Winning Political Campaign Strategy**

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Title:

**KEY LEARNING, ENDURING UNDERSTANDING, ETC.**

- Political parties play an important extra-Constitutional role in the American political system, as they inform and activate voters, and run campaigns during elections.
- Geographic patterns and processes that are plotted on a map can be used for problem solving and decision making.

**ESSENTIAL QUESTION(S) for the UNIT**

- What is the purpose of a political party?
- Who are the voters?
- Where are the voters in Delaware?

**CONCEPT A**

Role of Political Parties

**ESSENTIAL QUESTIONS A**

- Why does the United States have two main political parties?
- What role do political parties play in the American political system?

**VOCABULARY A**

Two Party System, Third Parties, Democrats, Republicans, informing voters, activating voters, watchdog, nominating candidates, governing, bonding agent

**CONCEPT B**

Voter Demographics

**ESSENTIAL QUESTIONS B**

- How do the ideologies along the political spectrum differ?
- How are political parties and ideologies related?
- What demographic differences exist between political parties?

**VOCABULARY B**

Radical, Liberal, Moderate, Conservative, Reactionary, Demography, Socioeconomic status

**CONCEPT C**

Campaign Strategy

**ESSENTIAL QUESTIONS C**

- What campaign activities do political parties participate in?
- How can political strategists use geospatial technology to create a campaign strategy?

**VOCABULARY C**

Geospatial technology, ArcGIS, census data, tapestry segmentation

**ADDITIONAL INFORMATION/MATERIAL/TEXT/FILM/RESOURCES**

Students will need access to Esri's ArcGIS Online platform to complete this unit. They will be most successful if they have access to organizational accounts that include access to the analysis tools.