

# POLITICAL CAMPAIGN

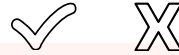
# MANAGEMENT STRATEGIES

## SCHEME OF WORK

HIGHER POLITICS

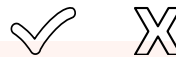
POLITICAL PARTIES  
& ELECTIONS

### TASK 1



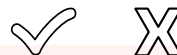
Students write a definition of each political campaign management strategy: 1. traditional grassroots campaign strategies 2. media strategies 3. use of new technology. **CAS Link: *The impact of political campaign management strategies.***

### TASK 2



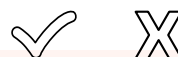
This is a research task where students not only describe the way each campaign management strategy has been used in a UK general election, but also noting how effective the strategy was in a general election. They must link to election results for the most effective analysis. **CAS Link: *The impact of political campaign management strategies - Candidates analyse, evaluate and compare the effectiveness of the following: traditional grassroots campaign strategies, media strategies & use of new technology.***

### TASK 3



Students present their research findings, analysis and evaluation of the three political campaign management strategies in a powerpoint template that is provided. **CAS Link: *The impact of political campaign management strategies - Candidates analyse, evaluate and compare the effectiveness of the following: traditional grassroots campaign strategies, media strategies & use of new technology.***

### TASK 4



Students write a response to the 12-mark extended response question: Compare the impact of grassroots campaign management strategies and the use of media strategies on the electoral performance of political parties during election campaigns (12) **CAS Link: *The impact of political campaign management strategies - Candidates analyse, evaluate and compare the effectiveness of the following: traditional grassroots campaign strategies, media strategies***

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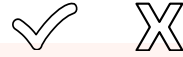
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## TASK 5



Students write a response to the 20-mark extended response question: 'Traditional grassroots campaigning remains the most effective strategy for political parties during elections. Discuss.' **CAS Link: *The impact of political campaign management strategies - Candidates analyse, evaluate and compare the effectiveness of the following: traditional grassroots campaign strategies, media strategies & use of new technology.***