



CENTER for CONGRESSIONAL
and PRESIDENTIAL STUDIES

SCHOOL of PUBLIC AFFAIRS

CAMPAIGN MANAGEMENT INSTITUTE

For over two decades, the Campaign Management Institute (CMI) has served as a nationally recognized program designed to train individuals for participation in local, state, and federal political campaigns. Developed and taught by strategists from the Republican and Democratic parties, national campaign consultants, and political scientists, this intensive two-week program serves as a valuable foundation for political activists and campaign managers.

The institute comprehensively covers campaign techniques, strategy, and tactics with emphasis on recent technological developments. Participants will have the opportunity to develop their expertise by utilizing the extensive personnel and organizational resources available in the nation's capital. Group seminars and campaign simulations are used to develop and refine a participant's ability to coordinate a successful political campaign.

Written work for this course consists of several short exercises plus development of a campaign plan. Groups of five or six students work jointly on the development and presentation of a single campaign plan for an actual upcoming race. The final day of the institute is devoted to the presentation of the group-designed campaign plan before a panel of CMI faculty and campaign professionals.

For non-degree seeking students, there is a reduced fee non-credit option available of \$1,500. If you have additional questions about CMI, please contact the Assistant Director for CMI by e-mail at ccps@american.edu. The next sessions of CMI will be **January 2-January 14, 2024.**

There is a \$1,500 Benefactors' Award intended to provide financial assistance to students seeking academic credit. Please contact the CCPS office for application deadline and other information.

For additional information visit us online at <http://www.american.edu/spa/ccps>