



CENTER for CONGRESSIONAL  
and PRESIDENTIAL STUDIES  

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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. Past speakers have included:

- Charlie Cook, The Cook Political Report
- Bob Blaemire, Catalyst
- Nancy Bocskor, The Nancy Bocskor Company
- Tom Bonier, National Committee for an Effective Congress
- George Rakis, Independent Strategies
- Janet Katowitz, Mundy Katowitz Media
- Marty Stone, Stone's Phones
- Carol Whitney, Whitney and Associates

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.** If you have additional questions about CMI, please contact the Assistant Director for CMI by phone at (202) 885-6296 or by e-mail at [ccps@american.edu](mailto:ccps@american.edu). The next sessions of CMI will be held **Jan. 5-Jan. 11, 2015 and May 11 -May 24, 2015.**

There is a \$1,000 Benefactors' Award that is 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>