

PEPPERDINE | SCHOOL OF PUBLIC POLICY

New Course Descriptions Spring 2019

MPP 607.01 Policy Seminar (Capstone): (4 units) (see catalog for full description)

Robert Kaufman

Capstone – Individual

This course represents the capstone experience of the master's program here at Pepperdine. The expectation is that students will prepare a detailed, sophisticated regional U.S. national security strategy for the President and the National Security Council. The policy analysis will not only provide a detailed assessment of American foreign policy and the issues surrounding it, but also provide the client with a detailed implementation analysis for the future. The details of the assignment and process will be provided under the "timeline" section of the syllabus.

MPP 607.02 Policy Seminar (Capstone): Economic Policy (4 units) (see catalog for full description)

Luisa Blanco and James Prieger

Capstone – Group or Individual

This capstone course is designed for the student interested in self-motivated research in economics or international relations. Papers can be developed as quantitative papers, case studies, or policy analyses, although econometric projects are particularly well suited for this capstone. Projects can be completed in a group or individual setting. Examples of research may include the importance of private-sector entrepreneurship for the growth of developing countries, the vital role private-sector research and development plays in the growth of the United States, private-sector innovation, unintended consequences of governmental regulation of private industry, among others. Students should already have a topic for policy research prior to registration.

MPP 627.01 Seminar in Economic Policies: Behavioral Economics and Public Policy (3 units)

Anna Choi

Economics

This is an introductory course to behavioral economics and its applications in public policy. The course will begin with basic principles and theories of behavioral economics and will cover some of the contributions and limitations. Behavioral economics attempts to incorporate more realistic assumptions into economics, motivated by research in psychology. The objectives of the course are to better understand behaviors we observe in the world and to improve our analyses of policies in different fields. Major course activities (may be subject to change) include student-led presentations and discussions, assignments, and detailed research proposals.

MPP 647.01 Seminar in Political Issues: Political Communications and Strategy (3 units)

Dan Schnur

American Politics

Students will learn the principles of campaign message development, and will be asked to practically apply those lessons by developing campaign messages of their own. They will be asked to attempt to deliver campaign messages as well, both in writing and in classroom exercises that require them to play the role of both candidate and campaign strategist by participating in mock news conferences, ad tests, and other simulations of real-life campaign experiences. By the end of the semester, they will be prepared to write a full-length campaign strategy prospectus on behalf of a political candidate or cause of their choosing.

Students with an interest in politics and government will benefit from the ongoing discussion of contemporary and historical political activity as a regular feature of the course. Those students considering careers in politics and government will benefit from access to an instructor with real-world experience in these fields, as well as practical written and in-class exercises designed to help them understand the unique requirements of political messaging. Other students who are preparing for careers outside of politics and government will find the real-world framing of this course to be a useful complement to other classes in the program.

MPP 647.02 Seminar in Political Issues: Introduction to Health Policy (3 units)

Anna Choi

American Politics or Economics

This course will provide students with basic foundations to better understand different dimensions (economic, political, social, and behavioral) of health policy. The course will cover the role of government and public policies in the provision of care and its impact on health behaviors and outcomes. Students will also learn some of the basic analytical methods and economic principles to understand and analyze important issues in health policy.

MPP 660. Statecraft from Machiavelli to Kissinger and Beyond (3 units)

Steven Bilakovics

International Relations

This course includes studies in the history of statecraft and the practice of diplomacy. It includes policy approaches toward ethnic conflict and nationalism, international power relations, and the practice of peacemaking and peacekeeping.

MPP 668.01 Seminar in International Relations: Intelligence for National Security Decision-Making (3 units)

Roger George

International Relations

This course will survey the development of American intelligence since 1945 and assess its contributions to and controversies regarding U.S. national security policy. It will examine the role of intelligence, its different functions of collection, covert action, analysis and policy support. The course will begin with a review of American intelligence history and its origins,

then examine the different functions of intelligence and end up focusing on the complex and often difficult relationship between intelligence and policy-making. The first goal of the course is to give students a better understanding of how intelligence functions in a democracy and some of the inherent political and ethical challenges. Second, the course will familiarize students with some of the major successes and failures of intelligence, in order for them to assess current and future intelligence performance. Third, it will introduce students to the art of writing intelligence analysis, in order to acquaint them to the daily challenges American intelligence analysts have in assessing and forecasting international developments.

MPP 687.01 Seminar in Regional Policies: Issues in the Changing Metropolitan Area (3 units)
Thomas Lynch
State and Local Policy

This course will cover fundamental features of managing change in a local government setting and cover challenges facing public agencies today, including overall organizational structures, internal and external influences, and interaction with elected and appointed officials, citizen groups, and members of the public. It will include a local case study challenge that will be structured in teams of 3-4 students and potentially partnering with graduate students from California State University, Los Angeles. The case studies will focus on policy and managerial issues impacting local Southern California cities and/or nonprofit organizations. Students will be expected to present their project research and final work product to the organization's executive management and/or elected officials, and to the class. *Note: students will be responsible for transportation to possible site visits and team work with CSULA students.*

New Faculty/Lecturer Biographies

All other faculty biographies are available at:
<http://publicpolicy.pepperdine.edu/academics/faculty/>.



Roger Z. George

Dr. Roger Z. George has previously taught intelligence and national security policy at Occidental College, Georgetown University's Security Studies Program, and the National Defense University. He received his PhD from the Fletcher School of Law and Diplomacy, after which he began his career as an analyst at Central Intelligence Agency (CIA). After being promoted into the Senior Intelligence Service, he had a tour of duty as a policy planning staff member in the Department of State from 1989-91, was the national intelligence officer for Europe from 1991-1995, and was the director of the Policy and Analysis Group for the assistant secretary of defense for International Security Affairs, from 1995-1996. He later served in the U.S. embassy Berlin from 1997-99. George retired from CIA in 2009, when he began full-time teaching at the

National Defense University. His major publications include *Intelligence and the National Security Strategist*, co-edited with Robert Kline (Rowman and Littlefield, 2006), *Analyzing Intelligence: National Security Practitioners' Perspectives*, co-edited with James B. Bruce (Georgetown University Press, 2nd edition 2014), and *The National Security Enterprise: Navigating the Labyrinth*, co-edited with Harvey Rishikof (Georgetown University Press, 2016). He is currently completing a forthcoming textbook on American intelligence for Georgetown University, entitled *Intelligence for National Security Decision-making: An Introduction*.



Steven Bilakovics

Steven Bilakovics received his Ph.D. from the Department of Political Science at the University of Texas at Austin, and taught at Yale University, the University of Pittsburgh, and Harvard University before coming to UCLA. He teaches courses on democracy, capitalism, American political thought, and the history of political thought. Bilakovics is the author of *Democracy without Politics* (Harvard University Press, 2012), which extends Tocqueville's analysis of democracy to uncover the democratic sources of

political cynicism. His current book project, *The Anxiety of American Dreaming*, examines the perennial pessimism - the enduring fear that the Dream is on the verge of decline into the American nightmare - that shadows the Dream's quintessential expression of American optimism.



Dan Schnur

Dan Schnur is a professor at the University of Southern California's Annenberg School of Communications and the University of California, Berkeley, Institute of Governmental Studies. He has been teaching courses in politics, communications, and leadership since 1996 and has also taught at the John F. Kennedy School of Government at Harvard University and George Washington University's Graduate School of Political Management. He is the director for the "California Influencers" project, a statewide program in which 60 of the state's foremost experts in politics, policy and government discuss the 2018 campaign. He is the founder of the USC/LA Times statewide political poll. Previously, Schnur worked on four presidential and three gubernatorial campaigns as one of California's leading political strategists and served as the national director of communications for the 2000 presidential campaign of U.S. Senator John McCain and was the chief media spokesman for California Governor Pete Wilson. In 2010, Schnur was appointed chairman of the California Fair Political Practices Commission (FPPC), where he implemented groundbreaking campaign finance disclosure requirements. He also was a founder and cochairman of the Voices of Reform project, the bi-partisan statewide effort whose work laid the foundation for California's landmark redistricting reform. After completing his FPPC term, Schnur registered as a No-Party Preference voter and launched Fixing California, an organization dedicated to campaign finance and political reform. In 2014, he ran for statewide office as a non-partisan candidate for California

Secretary of State. Schnur has been an advisor to multiple foundations, trusts, think tanks, and a variety of K-12 education and college and workforce preparedness efforts. His commentaries have appeared in several newspapers, including the *Los Angeles Times*, the *San Francisco Chronicle*, the *Sacramento Bee*, the *Wall Street Journal*, the *Washington Post*, and the *New York Times*. In addition, he has been an analyst and political commentator for CNN, MSNBC, Fox News, and National Public Radio. He is a graduate of the American University in Washington, D.C.