

Campaign 2008
Fall 2008
Final Exam Guide

Some of the questions below have a reasonable chance of appearing on the final exam. Our final is scheduled for Friday, 16 December at 10:30 am. You may also take the exam at the following times:

Monday	15 December	8:00 am	K-114
Monday	15 December	1:00 pm	K-116
Tuesday	16 December	8:00 am	K-114 <-- official time
Friday	19 December	10:30 am	K-114

At least some of the following will appear on the final exam. You can use your textbook for the questions connected to the textbook.

Campaign 2008 questions:

1. Identify what you see as the turning point in the 2008 presidential election and explain its significance. Which of the two candidates handled the issue more successfully and why?
2. If you were advising the McCain campaign, what changes would you have made in that campaign and why do you believe they would have been successful? Why do you believe his actual campaign staff failed to see or failed to adopt the change you suggest?
3. What was the most important factor in Obama's success and why?

Textbook questions

You may use the text for this part of the exam. Be ready to interpret some of the charts and graphs in chapters 1, 2, 12 and 13