**Know and Be Able To (KBAT)**

Chapter 9 - Campaigns/Elections

**ESSENTIAL QUESTION:** How do U.S. citizens choose their elected officials in a free and fair society?

**KNOW**

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| 527 GroupsAustralian BallotCaucusCitizens United v. FEC (2010)Closed PrimaryCoattail EffectElectorFederal Election Commission (FEC)Federal Election Reform Act (1974) | Focus GroupFront-LoadingGeneral ElectionHard MoneyIndependent ExpendituresIssue Advocacy AdvertisingMcCain-Feingold Act (2002)Open PrimaryPolitical Action Committee (PAC) | Political ConsultantPolitical EfficacyPresidential PrimarySoft MoneySuperdelegateSuperPACSuper TuesdaySwing StateTracking Poll |

**BE ABLE TO**

1. Evaluate the fairness of our current system of presidential primaries and caucuses.
2. Explain the key objectives of any political campaign.
3. Outline how the financing of federal campaigns is regulated by campaign finance laws.
4. Determine why campaigns have an important yet limited impact on election outcomes.
5. Identify the factors that influence whether people vote.
6. Asses the impact of party identification, candidate evaluations, and policy opinions on voting behavior.
7. Evaluate the fairness of the Electoral College system for choosing the president.

**CASE STUDIES**

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