Instructor: Joseph F. Hacker, Ph.D., AICP  
Office: 328 Andrew Young Building  
Phone: 404-413-0139  
Email: Class contact through Brightspace  

Classroom: 137 Sparks Hall  
Class time: Tues-Thurs 11am-12:15pm  
Office hours: 1-4pm MTR or by appointment  

Required texts  
McLean, Mary L. and K. Voytek (1992), Understanding Your Economy, Planners Press, Chicago IL  
- Additional readings posted on Brightspace.  
- All communication, submissions, and materials will be through Brightspace.  

Supplemental texts:  
Lecture material will be drawn from many sources, including:  
- Dandekar, Hemalata C. (2003), The Planner’s Use of Information, Planners Press, Chicago IL  

The course syllabus provides a general plan for the course; Dates and assignments are subject to change by the instructor; additional readings may be substituted or assigned.  

Course Description and Expectations  
This is an undergraduate methods course introducing the principles and practice of analysis using demographic and economic data. This includes the research design, techniques to manipulate data, methods of analysis, and the proper and effective presentation of the results. Students will learn to gather and interpret data with directed meaning for planning and policy analysis. Students will collect and manipulate data to write short analytical-policy papers.  

The class will essentially be divided into three sections: The first focusing on data definitions and methods; the second focusing on topics within demography, and the third focusing on economic data and its application of the local economy.  

Students will work alone on most assignments and in teams on the final poster project. The final project will be a research project accompanied by a poster, which will be entered into the May 5th Andrew Young School capstone competition.
Learning Outcomes:
This course relies on computerized spreadsheets and on-line data research. Students will:

- Learn basic planning and policy analytic methods.
- Learn basic quantitative planning and policy methods using microcomputer spreadsheets and applied problems.
- Learn to find basic information and resources relevant to planning and policy questions.
- Learn to research, write, and present material in a meaningful and appropriate manner.
- There will be an emphasis on group learning and projects.

Course Requirements
There will be four grades in the class, four assignments (a plunge plus three), a midterm exam, and a case study project. The case study grade will be divided between the draft paper (25pts), final research paper (100pts), and poster presentation at the event on May 5th, 2015 (25pts). There is no final exam in this class. Additionally, there will be an end of term self, team, peer evaluation related to the group work worth 25 pts.

Grading and Evaluation
The class relies on “hands on” learning. There will be several assignments requiring students to gather and analyze data –using the internet and spreadsheet programs - as well as group work.

- Three Assignments (3 X 75 = 225 pts]
- Team case study: draft (25) + paper (100), and poster presentation (25) = (150 pts)
- Two mid-term exams (2 X 50 = 100pts)
- End of term self, team, peer evaluation (25 pts)

This is a total of 500 points

Submission on due dates, quality of work, and inclusion of relevant points all contribute to your grade. Late work may be heavily penalized. Also points may be deducted for improper use of electronics or other breaches of class conduct such as disruptive behavior.

The grade earned by the end of the semester will be based on your performance and using the following scale:

- A 93 - 100
- A- 90 - 92.9
- B+ 88 - 89.9
- B 83 - 87.9
- B- 80 - 82.9
- C+ 78 - 79.9
- C 73 - 77.9
- C- 70 - 72.9
- D 60 - 69.9
- F 0 - 59.9

It is difficult to earn an “A” in my courses since it requires considerable work and consistency to earn an excellent grade. Nonetheless, students do excellent work and receive A’s. You can follow your progress on Desire2Learn, so if you are worried about your grade, come see the instructor as soon as possible. Do not wait until the end of the semester to worry about your grade, since by that time nothing can be done.
Course Policies and Procedures

Academic Honesty
GSU guidelines on academic honesty will be enforced in this course, and students should be familiar with the GSU Policy on Academic Honesty posted online in section 409 in the Faculty Handbook. The Faculty Handbook can be found at: http://www2.gsu.edu/~wwwfhb/fhb.html. It is your responsibility to ask questions if you are unclear about what is appropriate. Academic dishonesty violations can result in a penalty of a ‘0’ on the assignment or test, class failure, and expulsion from Georgia State University.

Accommodation
Students who wish to request an accommodation for a disability may do so by registering with the Office of Disability Services. Students will only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for providing a copy of that Plan early in the semester to instructors in which an accommodation is sought.

Attendance Policy
Points will be deducted for unexcused lateness to class after Week 2. Attendance is necessary in order to turn in memos, take quizzes, and get the most from the class. Student grades may be penalized five points for each violation of this rule. Please let me know in advance if unable to attend a class session. Under Georgia State policies, I am required to inform the administration when a student stops attending class.

AYS Career Services & Student Life Office
The Andrew Young School provides career planning services & student leadership opportunities (student clubs & organizations) to all current AYS students and alumni (http://aysps.gsu.edu/career). AYS Career Services can help students with resume writing, interviewing, job searching, internship development, preparing for graduation school, and networking. Students are invited to attend the career events and workshops, and individualized career counseling appointments can be arranged. To see what career panels, career fairs, and events are available this semester, please visit: http://aysps.gsu.edu/career/calendar. The office also supports all AYS student clubs and organizations – so read about the various groups within the college, and join one today: http://aysps.gsu.edu/career/student-organizations. The AYS Career Services & Student Life office is located on the ground floor of the Andrew Young Building, in rooms G47-51.

Communication
Students should contact the instructor if having trouble with the course requirements or if they have questions. Students should contact the instructor by email: jhacker@gsu.edu or make an office appointment. Please provide your name and telephone number clearly and slowly if leaving a voicemail message (404-413-0139).

Electronics
Students are asked to silence all phones and gadgets, remove all headphones, and not answer nor speak on the phone in class. Laptops or tablets may be used in the classroom until it is discovered-determined that non-class content is being viewed. Student grades may be penalized five points for each violation of this rule.
Make-Up and Extra-credit Work
There is no make-up nor extra-credit work. All materials are due on the assigned dates, unless prior arrangement is made. All late work is automatically down-graded.

Recommendations
The instructor reserves the right to decline recommendations for students earning less than an “A” in the class. Students need internship and job recommendations every semester, so approach class as an opportunity to make a positive impression.

Instructor Philosophy
Preparation is the best way to benefit from class time. Georgia State University is not a school of convenience; one must attend class, do the reading, and complete assignments on time. Successful students exhibit some basic traits:

- **Be present**-show up on time, complete the reading, be ready to participate.
- **Take initiative**-come see the instructor, look up unknown words or ideas, seek help.
- **Apply dedicated effort**-results count, play the assignments and grades game to win!

Students are responsible for completing the readings and other assignments prior to class. One should spend at least two hours of preparation for every hour of class time (minimally five hours per class week). All students are expected to arrive on time and fully participate in class discussions.

If this was a paying job, lateness to the office, late assignments, bad attitudes, and poor quality deliverables would all be grounds for termination. Treat school like a job.

Class Schedule and Topics
The course syllabus provides a general plan for the course; deviations may be necessary and are likely. Dates and assignments are subject to change by the instructor; additional readings may be substituted or assigned.

**PART 1  Definitions, Data, Planning-Policy Analysis Process and Methods**

**Week 1**  
**Introductions, review of syllabus, expectations; course overview, what are we doing here?**
- 13-15 January  
  - Reading: H. Dandekar book, excerpts from the Introduction and Chaps 3 and 4. McClean and Voytek, Chapter 1

**Week 2**  
**Demographic Analysis for Policy and Planning, Introduction to Excel**
- 20-22 January  
  - Reading: Patton and Sawicki; Myers book, Chapter 3, P. Berke, et.al., Chapter 4  
  (Assignment #1 Issued)
Week 3  Data Definition, Collection, Strategy
- 27-29 January
  - Reading: Myers, Chapters 4, 5; McClean and Voytek, Chapter 2
  - other reading TBD

  -Required Social Explorer tutorial: Thursday, January 29th, 11am-1pm, in Classroom 2 (second floor of Library North).

PART 2  Topics in Demography

Week 4  Local Housing Conditions, Gentrification
- 3-5 February
  - Reading: Myers, Chapter 6, McClean and Voytek, Chapter 3
  - Ebenezer Aka, *Gentrification and Socioeconomic Impacts of Neighborhood Integration and Diversification in Atlanta, Georgia*

  (Assignment #1 Due)
  (Assignment #2 Issued)

Week 5  Marital Status, Family and Household Relationships
- 10-12 February
  - Reading: Myers, Chapter 7, other reading TBD

Week 6  Population Age Structure
- 17-19 February
  - Reading: Myers, Chapter 8, other reading TBD

  (Assignment #2 Due)

Week 7  Migration and Residential Mobility
- 24-26 February – Last week before 3 March midpoint-withdrawal deadline
  - Reading: Myers, Chapter 9, other reading TBD

Week 8  Racial Composition and Change-Dissimilarity Index
- 3-5 March  - 3 March midpoint-Withdrawal Deadline
  - Reading: Myers, Chapter 10, 2010 Census briefs

  Midterm 1 in class
PART 3 Working with Economic Data

Week 9  Measuring Local Income Levels
- 10-12 March
  - Reading: Myers, Chapter 11, Cortright & Reamer, Chapters 3 & 4
  - Reading: McClean and Voytek, Chapter 3

(Assignment #3 Issued)

Spring Break - 16-22 March - No Classes! No Classes! No Classes!

Week 10  Business Indicators - Location Quotient
- 24-26 March
  - Reading: McClean and Voytek, Chapter 4

(Assignment #3 due)
(Case Study-Group Project selection/assignment)

Week 11  Labor Force Analysis - Shift Share analysis
- 31 March-2 April
  - Reading: Myers, Chapter 13
  - McClean and Voytek, Chapters 5 & 6

Week 12  Local Growth and Competitive Advantage
- 7-9 April
  - Reading: Myers, Chapter 14,
    John Blair, Local Economic Development, Chapter 10
  - Reading: McClean and Voytek, Chapters 7

Midterm 2 in class

Week 13  Linking Analysis and Planning Strategies
- 14-16 April
  - Reading: McClean and Voytek, Chapters 7, 8
  - Draft Case Studies and posters due in dropbox

Week 14  Presentation of Draft Poster research (teams)
- 21-23 April
  - Presentation and critique of draft poster research (teams)

30 April  Final Case Studies and posters due in dropbox; proper poster submission to final event

5 May    Required public poster exposition at 7pm in “The Hub” in the AYS building