Urban Demography and Analysis
PMAP 4401 Spring 2016
Georgia State University
Version 3.0

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: 328 Andrew Young Building
Office hours: TRF 2-4pm or by appointment

Required texts
• McLean, Mary L. and K. Voytek (1992), Understanding Your Economy, Planners Press, Chicago IL
• Additional readings will be 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 (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 course in evidence based research and writing using demographic and economic data. Students will learn how to collect and analyze census data, and present their findings in a meaningful manner. This includes the research design, techniques to manipulate data, methods of analysis, and the proper and effective presentation of the results. The emphasis in all assignments will be on evidenced based analysis.

The class will be divided into three sections: The first focusing on data definitions, guidelines for critical thinking, and presentation; the second focusing on topics within demography, and the third focusing on economic data and its application to the local economy.

The class will be “project based,” emphasizing individual work on a series of assignments and in teams on the final project. The final group research project will be capped off by a final class presentation (in the finals time slot), which will be graded by a jury of graduate students and/or faculty.
Learning Outcomes
This course relies on computerized spreadsheets and on-line data research. Students will:

- Learn basic planning and policy analytic methods.
- Learn and practice critical thinking skills of how to discern basic information and resources relevant to planning and policy questions.
- Practice basic quantitative planning and policy analysis methods using microcomputer spreadsheets and applied problems.
- Practice writing and presentation of material in a meaningful and appropriate manner.
- Engage in a group research project.

Course Requirements

Grading and Evaluation
The class emphasizes on “project based” learning. There will be five total assignments requiring students to gather and analyze data –using the internet and spreadsheet programs - as well as group work. There will be three grades in the class, four assignments, a team case study project, and attendance and participation. The case study grade will be divided between the draft paper, final research paper, and juried presentation on 28 April. The paper and presentation is the final exam in this class. Additionally, there will be an end of term self, team, peer evaluation related to the group work worth which is included with attendance and participation.

- Four Assignments (50pts + 2 X 75pts + 100pts = 300 pts)
- Team case study: draft (25) + paper (100), + presentation (25) = (150 pts)
- Attendance and Participation (including peer evaluation) = (50 pts)

This is a total of 400 points

Submission on due dates, quality of work, and inclusion of relevant points all contribute to your grade. Late work will be penalized. Points may be deducted for improper use of electronics or class conduct such as disruptive behavior or chronic lateness. The grade earned by the end of the semester will be based on your performance and using the following scale:

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<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93 - 100</td>
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<tr>
<td>A-</td>
<td>90 - 92.9</td>
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<td>B+</td>
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<td>B-</td>
<td>80 - 82.9</td>
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<td>C+</td>
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<td>C-</td>
<td>70 - 72.9</td>
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<td>D</td>
<td>60 - 69.9</td>
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<td>F</td>
<td>0 - 59.9</td>
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Students need to produce consistently excellent work throughout the semester in order to earn an “A”. See the instructor if you are worried about your grade.

COURSE POLICIES AND PROCEDURES

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

Accommodation
Students needing an accommodation for a disability must register with the Office of Disability Services. Students will only be accommodated with a signed Accommodation Plan issued by the Office of Disability Services. They are responsible for providing a copy of that Plan early in the semester to instructors in which an accommodation is sought.

Attendance Policy
Please inform the Professor in advance if unable to attend a class session. University policy suggests that missing more than 15% of classes is excessive. Student grades will be penalized for unexcused absences and lateness to class. Instructors are required to inform the administration, under Georgia State policies, when a student stops attending class. See page 41 in the student code of conduct for more information.

AYS Career Services & Student Life Office
The Andrew Young School can help students with resume writing, interviewing, job searching, internship development, preparing for graduation school, and networking. 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 with questions about the course requirements or if they have general subject questions. The instructor checks Brightspace for emails at least once a day. Please provide your name and telephone number clearly if leaving a voicemail (404-413-0139). Students are encouraged to make an office appointment.

Electronics
Students should silence all phones and gadgets, remove all headphones, and not answer nor speak on the phone during class. Laptops or tablets may be used in the classroom until it is determined that non-class content is being viewed. Student grades may be penalized five points for each violation of this rule.

Extra-credit Work
There is extra-credit work. All materials are due on the assigned dates, unless prior arrangement is made. Late work may not be accepted or may be severely reduced in grade.

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

Instructor Philosophy
All students are expected to arrive on time and participate in class. Treat school like a job. If this was a paying job, lateness to the office, late assignments, bad attitudes, and poor quality deliverables would all be grounds for termination.
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?

- 12-14 January
  o Reading: Patton and Sawicki

(Assignment #1 Issued)

Week 2  Demographic Analysis for Policy and Planning, Introduction to Excel

- 19-21 January

(Assignment #1 Due)

Week 3  Data Definition, Collection, Strategy

- 26-28 January
  o Reading: McClean and Voytek, Chapters 1 and 2

-Required Social Explorer tutorial: Tuesday, January 26th, 11am-1pm, in Classroom 1 (first floor of Library North).

PART 2  Topics in the Census and Demography

Week 4  Introduction to the Census

- 2-4 February
  o Readings: Census Briefs: Geography Terms; Questionnaire, Questions Over Time, Apportionment

(Assignment #2 Issued)

Week 5  Population Age Structure, Marital Status, Family and Household Relationships

- 9-11 February
  o Readings: Census Briefs: A Compass for Understanding and Using American Community Survey Data

(Assignment #2 Due)
Week 6  Local Housing Conditions, Gentrification
• 16-18 February
  Reading: Census Briefs: *Housing*;
  Ebenezer Aka, *Gentrification and Socioeconomic Impacts of Neighborhood Integration and Diversification in Atlanta, Georgia* 
  (Assignment #3 Issued)

Week 7  Migration and Residential Mobility
• 23-25 February – Last week before 3 March midpoint-withdrawal deadline
  o Reading: Census Briefs: *Population Distribution Over Time; Housing*

Week 8  Racial Composition and Change-Dissimilarity Index
• 1-3 March  1 March midpoint-Withdrawal Deadline
  o Reading: Census Briefs: *White, Black, Hispanic and Older Populations*
  (Assignment #3 Due)

PART 3  Working with Economic Data

Week 9  Measuring Local Income Levels
• 10-12 March
  o Reading: Cortright & Reamer, Chapters 3 & 4
  Reading: McClean and Voytek, Chapter 3
  (Assignment #4 Issued)

Week 10  Spring Break
• 14-18 March –
  No Classes! No Classes! No Classes! No Classes! No Classes! No Classes! No Classes!

Week 11  Business Indicators-Location Quotient
• 22-24 March
  o Reading: McClean and Voytek, Chapters 4
  (Assignment #4 due)
  (Case Study-Group Project selection/assignment)
Week 12  Labor Force Analysis-Shift Share analysis
• 29-31 March-
  o Reading: McClean and Voytek, Chapters 5 & 6

Week 13  Local Growth and Competitive Advantage
• 5-7 April
  Reading: John Blair, *Local Economic Development*, Chapter 10
  o Reading: McClean and Voytek, Chapter 7

Week 14  Draft Presentation of Team Research (teams)
• 12-14 April
  o Presentation and critique of draft research (teams)
  o Draft Case Studies due in dropbox

Week 15  Linking Analysis and Planning Strategies
• 19-21 April
  o Reading: McClean and Voytek, Chapters 7, 8

Final  Juried Final Presentations
• 28 April
  o Required project presentations 10:45-1:15 in 137 Sparks Hall