

Course Name : Political Marketing - Tools, Techniques, Strategies							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 421	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Edlira Mali, MSc					
Assistant							
Course language		Albanian					
Course level		Master					
Description		Political marketing has attracted the attention of political actors in recent years in Albania. The importance of political marketing makes policy actors not only act but also to think in terms of marketing. Marketing disciplines encourage businesses to understand their customers in order to provide them with appropriate products and services. In politics, parties are representative of the people, so they need to understand or at least discover what the public wants in terms of policy and civil leadership.					
Objectives		In this course students will be introduced to concepts such as: Understanding Political Marketing as a subfield of traditional marketing, the differences between traditional marketing and political marketing, the evolution of political marketing, political marketing process where political market is also discussed, political product, political promotion, as well as price and distribution concept in politics, political communication, marketing communication leadership, direct marketing, marketing through internet, local political marketing communication, marketing communication forms of market-oriented public relations, campaigns conducted on the basis of surveys, negative publicity as one of the main elements used in publicity campaigns, the permanent campaign and its elements, planning marketing campaigns, market segmentation and positioning in case of election campaigns.					
Core Concepts							
Course Outline							
Week	Topic						
1	What is Politics? Politics as a process. Understanding the Political Marketing. The development, importance and impact of political marketing.						
2	Differences and similarities between politics and business. Differences and similarities between political marketing and traditional marketing.						
3	Research in Political Marketing. Political Marketing Planning. Gathering information market segmentation and targeting.						
4	Creating a political product, strategy, positioning, authenticity.						
5	The voter as a consumer. Anticipating the needs of voters. Parallelism of voter's behavior and consumer behavior.						
6	Political Communication. Methods of political communication. Division the groups regarding the course assignments and selection of assignment topics.						
7	The permanent campaign and its elements.						
8	Midterm Exam						
9	What are the polls? The purpose of the polls. Implementers of the polls. Key elements in a public search process.						

10	The candidate positioning. Evaluation of competition. Political public relations. Image establishing and image management.
11	Political Marketing budgeting. Political funding during and beyond the election campaigns.
12	Marketing Strategy. Marketing formula for political success.
13	New Media. Media changes influence in political marketing.
14	Albanian, American, European experiences of Political Marketing implementation. Career opportunities in Political Marketing.
15	Public Debate as Course Assignment and Submission of Course Assignment Paper by the Students.
16	Final Exam
Prerequisites	
The student must attend the course at a minimum rate of 75%.	
Literature	
• Marketingu Politik, nga Dr. Sulejman Muça, Cikël leksionesh, Tiranë 2009 • Handbook of Political Marketing, by Bruce I. Newman Editor	
References	
• Political Marketing Theory, nga Stephan C.M. Henneberg • Political Marketing, nga Heather Savigny, The Oxford Handbook of British Politics. • A review in political marketing: Lessons from recent presidential elections, by Bruce L. Newman, Ph.D. • Marketingu Politik në SHBA dhe Britaninë e madhe, nga Shpëtim Cami dhe Blendi Lami, Cikël leksionesh, Tiranë 2013	
Course Outcome	
1	Students will be equipped with basic knowledge on political marketing, with new communication tools and methods of use of various types of traditional and new media in the political situation.
2	Students will be able to identify key elements of a political campaign, the image and its communication lines.
3	Students will be capable to carry out marketing studies in politics, audience segmentation, voters' analysis in order to use it in developing an effective strategy of Political Marketing.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	2	20	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent			70
Final exam percent			30
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	5	70
Duties	3	0	0
Midterms	1	14	14
Final Exam	1	18	18
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00