

| Course Name : Campaign Conceptualizing and Management |                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|-------------------|---------|------|
| Course Code                                           | Course Type                                                                                                                                                                                                        | Regular Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Lecture (hours/week) | Seminar (hours/week) | Lab. (hours/week) | Credits | ECTS |
| COM 523                                               | B                                                                                                                                                                                                                  | Fall                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3.00                 | 0.00                 | 0.00              | 3.00    | 6.00 |
|                                                       |                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| Lecturer                                              |                                                                                                                                                                                                                    | Erlis Çela, Prof. Asoc. Dr.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| Assistant                                             |                                                                                                                                                                                                                    | Edlira Mali, MSc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                      |                   |         |      |
| Course language                                       |                                                                                                                                                                                                                    | Albanian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                      |                      |                   |         |      |
| Course level                                          |                                                                                                                                                                                                                    | Master                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                      |                   |         |      |
| Description                                           |                                                                                                                                                                                                                    | The course aims to give detailed knowledge of the organization and management of campaigns. Work and learning process in this course will proceed as an exchange of experiences between lecturer and students. A particular importance will be given to projects that students will work individually or in groups. Course participants will build their individual portfolios of campaign components, such as statements of the candidate, as well as contribute to inter-jurisdictional differences in comparative way to the project management of the electoral campaign. |                      |                      |                   |         |      |
| Objectives                                            |                                                                                                                                                                                                                    | - Development and understanding of a proper division of labor between the candidate and the manager - Consederling voter data, develop a commitment to support the media campaign. - Using voter data to develop an appropriate budget (low cost) for the campaign, including realistic plans for fundraising. - Composing a plan for maximum utilization of volunteers. - Creation of a comparative analysis in order to run election campaigns in various local jurisdictions (in a variety of places depending on participants)                                            |                      |                      |                   |         |      |
| Core Concepts                                         |                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| Course Outline                                        |                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| Week                                                  | Topic                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 1                                                     | Understanding the problem. Fundamentals and key elements of the campaign. Various types of campaigns.                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 2                                                     | Brainstorming, discussion, debate on the campaign subject conception - Course project. Planning the various elements of the campaign. The various elements of the campaign, the division of tasks within the team. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 3                                                     | The Candidate and the assessment of the opposition                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 4                                                     | Official opening of the course projects campaign. - Selection and instruction of the ambassadors.                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 5                                                     | Campaign Planning: Key campaign rules. Elements of an effective campaign plan.                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 6                                                     | Targeting the audience / voters                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 7                                                     | Development of the campaign message/s                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 8                                                     | Midterm Exam                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 9                                                     | Political polls and strategic reports                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 10                                                    | Advanced Planning: Budget preparation and methods of collection of funds                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 11                                                    | Advanced Planning: Contact with voters and media influence Propaganda and persuasion of voters                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |
| 12                                                    | Online campaigns - Role and ways of using the internet during the campaigns Candidate statements, direct emails and phone                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                      |                      |                   |         |      |

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|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>13</b>             | Campaign management, candidate, manager, staff and volunteers                                                                                                                                                                                   |
| <b>14</b>             | Campaign management according to different jurisdictions. Analysis of the campaign - course project.                                                                                                                                            |
| <b>15</b>             | Presentation of students' projects                                                                                                                                                                                                              |
| <b>16</b>             | Final Exam                                                                                                                                                                                                                                      |
| <b>Prerequisites</b>  | The student must attend the course at a minimum rate of 75%.                                                                                                                                                                                    |
| <b>Literature</b>     | <ul style="list-style-type: none"> <li>• Dennis W. Johnson, No Place for Amateurs;</li> <li>• Political Campaign Planning Manual. A step by step guide to winning elections, National Democratic Institute for International Affairs</li> </ul> |
| <b>References</b>     | <ul style="list-style-type: none"> <li>• Richard Semiatin, Campaigns on the Cutting Edge</li> <li>• Robert Greene, 33 Stratagems of War</li> </ul>                                                                                              |
| <b>Course Outcome</b> |                                                                                                                                                                                                                                                 |
| <b>1</b>              | Students will understand the conceptual elements of a campaign, including the electoral campaign.                                                                                                                                               |
| <b>2</b>              | Students will develop a clear understanding about the use of different democratic tools for campaign management.                                                                                                                                |
| <b>3</b>              | Students will be able to draw up a campaign budget and conduct fundraising activities necessary for the realization of the campaign.                                                                                                            |
| <b>4</b>              | Students will be capable to conceive and manage a proper campaign.                                                                                                                                                                              |

| Course Evaluation                                                        |          |                  |               |
|--------------------------------------------------------------------------|----------|------------------|---------------|
| In-term Studies                                                          | Quantity | Percentage       |               |
| Midterms                                                                 | 1        | 40               |               |
| Quizzes                                                                  | 0        | 0                |               |
| Projects                                                                 | 0        | 0                |               |
| Term Projects                                                            | 0        | 0                |               |
| Laboratory                                                               | 0        | 0                |               |
| Class Participation                                                      | 1        | 10               |               |
| Total in-term evaluation percent                                         |          |                  | 50            |
| Final exam percent                                                       |          |                  | 50            |
| 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       | 3                | 42            |
| Duties                                                                   | 0        | 0                | 0             |
| Midterms                                                                 | 1        | 20               | 20            |
| Final Exam                                                               | 1        | 40               | 40            |
| Other                                                                    | 0        | 0                | 0             |
| Total Work Load                                                          |          |                  | 150           |
| Total Work Load / 25 (hours)                                             |          |                  | 6.00          |
| ECTS                                                                     |          |                  | 6.00          |