

| 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                                                          |                                                                                                                                                                                      | Ana Kekezi, PhD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 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                                                                 | Introduction to Political Marketing, Its Theories and its Significance. Presentation of literature and basic resources of the course, presentation of syllabus and assessment method |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 2                                                                 | The Similarity and Differences of Political Marketing with Commercial Marketing. Defining the Individual Essay, Topic                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 3                                                                 | Marketing Research in Politics. Planning. Information gathering, market segmentation and targeting. Defining Individual Essay No2, Topic                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 4                                                                 | Political Product, Strategy, Positioning, Authenticity and Marketing. Group breakdowns related to the Term Project / Course Assignment, Theme Design                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 5                                                                 | The Voter as Consumer, Analyzing the Voter Behavior, Influencing Factors on the Voter Behavior                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 6                                                                 | Political communication. Methods of political communication.                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 7                                                                 | Public Opinion. The elements and factors that influence it. Surveys , Surveys' Relevance, Impact and their elements                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 8                                                                 | Midterm Exam                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 9                                                                 | Candidate-centered campaigns. Candidate positioning. Competition evaluation. Political Public Relations. Image Definition and Management.                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |
| 10                                                                | The importance of money. Campaign Financing and Budget.                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                      |                   |         |      |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>11</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | USA & UK political campaigns, like the most innovative and advanced models. Marketing Strategy, Formula for Success                                                                                                                                                                               |
| <b>12</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | New media. The Impact and Changes It Has Brought on Political Marketing                                                                                                                                                                                                                           |
| <b>13</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Propaganda & Manipulation. The Role of Spin Doctors                                                                                                                                                                                                                                               |
| <b>14</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Political Marketing and the Democracy                                                                                                                                                                                                                                                             |
| <b>15</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Public Debate as Course Assignment and Submission of Course Assignment Paper by the Students.                                                                                                                                                                                                     |
| <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>• Cwalina, W., Falkowski, A., &amp; Newman, B. I. (2011). Political marketing: Theoretical and strategic foundations. Armonk, N.Y: M.E. Sharpe.</li> <li>• Arbour, Brian (2014). Candidate-Centered Campaigns: Political Messages, Winning Personalities, and Personal Appeals . New York: Palgrave-Macmillan.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                   |
| <b>References</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>• Yates, E. Heather (2019) The Politics of Spectacle and Emotion in the 2016 Presidential Campaign [1st ed.] Springer International Publishing; Palgrave Pivot</li> <li>• Morris'S William. (2017). Utopianism. Propaganda, Politics and Prefguration. Palgrave</li> <li>• Yates, E. Heather (2019) The Politics of Spectacle and Emotion in the 2016 Presidential Campaign [1st ed.] Springer International Publishing; Palgrave Pivot</li> <li>• Arnaud Vincent (2020) The Religious Rhetoric Of U.S. Presidential Candidates: A Corpus Linguistics Approach To The Rhetorical God Gap, Routledge/Taylor &amp; Francis Group</li> <li>• Lau, R., &amp; Redlawsk, D. (2006). How Voters Decide: Information Processing in Election Campaigns (Cambridge Studies in Public Opinion and Political Psychology). Cambridge: Cambridge University Press</li> </ul> |                                                                                                                                                                                                                                                                                                   |
| <b>Course Outcome</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                   |
| <b>1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Students become familiar with the concepts of political marketing and be able to understand the importance of political marketing in today's public and political contexts, as well as the changes from commercial marketing.                                                                     |
| <b>2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Students be able to create a campaign in the context of political marketing through their knowledge of strategies, techniques, tools including important elements such as planning, research, surveys, role, importance and communication of the candidate, media role, expert role / consultants |
| <b>3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Students be able to conduct marketing studies in politics, applying the academic and practical knowledge gained in the subject of Political Marketing.                                                                                                                                            |

| Course Evaluation                                                        |          |                  |               |
|--------------------------------------------------------------------------|----------|------------------|---------------|
| In-term Studies                                                          | Quantity | Percentage       |               |
| Midterms                                                                 | 1        | 20               |               |
| Quizzes                                                                  | 0        | 0                |               |
| Projects                                                                 | 2        | 10               |               |
| Term Projects                                                            | 1        | 30               |               |
| Laboratory                                                               | 0        | 0                |               |
| Class Participation                                                      | 0        | 0                |               |
| Total in-term evaluation percent                                         |          |                  | 60            |
| Final exam percent                                                       |          |                  | 40            |
| 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          |