

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		Anxhela Hoxha, PhD					
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.						

11	USA & UK political campaigns, like the most innovative and advanced models. Marketing Strategy, Formula for Success
12	New media. The Impact and Changes It Has Brought on Political Marketing
13	Propaganda & Manipulation. The Role of Spin Doctors
14	Political Marketing and the Democracy
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	• Cwalina, W., Falkowski, A., & Newman, B. I. (2011). Political marketing: Theoretical and strategic foundations. Armonk, N.Y: M.E. Sharpe. • Arbour, Brian (2014). Candidate-Centered Campaigns: Political Messages, Winning Personalities, and Personal Appeals . New York: Palgrave-Macmillan.
References	• Yates, E. Heather (2019) The Politics of Spectacle and Emotion in the 2016 Presidential Campaign [1st ed.] Springer International Publishing; Palgrave Pivot • Morris'S William. (2017). Utopianism. Propaganda, Politics and Prefguration. Palgrave • Yates, E. Heather (2019) The Politics of Spectacle and Emotion in the 2016 Presidential Campaign [1st ed.] Springer International Publishing; Palgrave Pivot • Arnaud Vincent (2020) The Religious Rhetoric Of U.S. Presidential Candidates: A Corpus Linguistics Approach To The Rhetorical God Gap, Routledge/Taylor & Francis Group • Lau, R., & Redlawsk, D. (2006). How Voters Decide: Information Processing in Election Campaigns (Cambridge Studies in Public Opinion and Political Psychology). Cambridge: Cambridge University Press
Course Outcome	
1	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.
2	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
3	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	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	5	70
Duties	0	0	0
Midterms	1	0	0
Final Exam	1	10	10
Other	1	10	10
Total Work Load			138
Total Work Load / 25 (hours)			5.52
ECTS			6.00