

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		Valmora Gogo, PhD					
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						

13	Campaign management, candidate, manager, staff and volunteers
14	Campaign management according to different jurisdictions. Analysis of the campaign - course project.
15	Presentation of students' projects
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Dennis W. Johnson, No Place for Amateurs; • Political Campaign Planning Manual. A step by step guide to winning elections, National Democratic Institute for International Affairs
References	• Richard Semiatin, Campaigns on the Cutting Edge • Robert Greene, 33 Stratagems of War
Course Outcome	
1	Students will understand the conceptual elements of a campaign, including the electoral campaign.
2	Students will develop a clear understanding about the use of different democratic tools for campaign management.
3	Students will be able to draw up a campaign budget and conduct fundraising activities necessary for the realization of the campaign.
4	Students will be capable to conceive and manage a proper campaign.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	20	
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	1	10	10
Midterms	1	10	10
Final Exam	1	10	10
Other	1	2	2
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00