

Course Name : Campaign Conceptualizing and Management							
Course Code	Course Type	Regular Semester	Lecture (hours/we ek)	Seminar (hours/we ek)	Lab. (hours/we ek)	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		The objectives of this course are: 1. Develop and understand a proper division of labor between group participants. 2. Given the data of the target audience, develop effective campaign messages and define an engagement of different types of media to promote and support the campaign in order to influence and persuade the audience to support and support the campaign. 3. Use audience data to develop an appropriate (and low-cost) campaign budget, including realistic fundraising plans. 4. Develop a plan for the maximum use of volunteers/ambassadors as a conductor of the campaign message to the target audience. 5. Establish a comparative analysis for campaign management in different local jurisdictions (in a number of countries depending on participants)					
Core Concepts		1. Awareness campaign 2. Electoral campaign, 3. Brainstorming 4. Budgeting 5. Provision of funds, donations 6. Ambassadors 7. Campaign Management 8. Market study 9. Campaign messages 10. Integrated communication 11. Public relations 12. Campaign objectives 13. Campaign planning 14. Action plan 15. Analysis 16. Feedback ... etc.					
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	• Political Campaign Planning Manual. A step by step guide to winning elections, National Democratic Institute for International Affairs • Dennis W. Johnson, No Place for Amateurs;
References	• Robert Greene, 33 Stratagems of War • Richard Semiatin, Campaigns on the Cutting Edge • John Sides, Daron Shaw, Matthew Grossman, and Keena Lipsitz, Campaigns and Elections: Rules, Reality, Strategy, Choice (New York: W.W. Norton, 2011)
Course Outcome	
1	Students will understand the elements of conceiving a campaign, including the election campaign.
2	Students form a clearer idea about using different democratic tools to manage a campaign.
3	Students will be able to draw up a budget for the campaign and raise the necessary funds to carry out the campaign.
4	Students will be able to conceive and manage a genuine 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