

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		Mirdaim Axhami, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		This course deals with the political marketing as a method of political propaganda, its development, types and functions, its postulates and methodical techniques, tools and ways of promoting parties and candidates, rules of creating the campaign strategy and its implementation, determinants of electoral behavior, ways of founding for the campaign and the campaign organization, as well as evaluating the campaign effects. Students will be divided into three groups for the purpose of course assignment. Two groups of students will select and manage a public debate on a topic chosen by the students. Another group of students will participate as members of working group in marketing management of a public campaign					
Objectives		Providing the students with the basic theoretical and practical knowledge that enables their involvement in a variety of activities for creating marketing strategies to political campaigns, planning and implementation, as well as activities in the field of public relations in politics by using and developing the marketing intelligence and marketing strategies (using professional literature and the results of empirical studies, collection, processing and use of relevant data, establishing and processing of concrete problems, finding solutions and their arguments, the capacity to present results of their work, etc.)					
Core Concepts							
Course Outline							
Week	Topic						
1	What is Politics? Politics as a process. Understanding the Political Marketing. The development, importance and impact of political marketing.						
2	Differences and similarities between politics and business. Differences and similarities between political marketing and traditional marketing.						
3	Reasearch in Political Marketing. Political Marketing Planning. Gathering information market segmentation and targeting.						
4	Creating a political product, strategy, positioning, authenticity.						
5	The voter as a consumer. Anticipating the needs of voters. Parallelism of voter’s behavior and consumer behavior.						
6	Political Communication. Methods of political communication. Division the groups regarding the course assignments and selection of assignment topics.						
7	The permanent campaign and its elements.						
8	Midterm Exam						
9	What are the polls? The purpose of the polls. Implementers of the polls. Key elements in a public search process.						
10	The candidate positioning. Evaluation of competition. Political public relations. Image establishing and image management.						

11	Political Marketing budgeting. Political funding during and beyond the election campaigns.
12	Marketing Strategy. Marketing formula for political success.
13	New Media. Media changes influence in political marketing.
14	Albanian, American, European experiences of Political Marketing implementation. Career opportunities in Political Marketing.
15	Public Debate as Course Assignment and Presentation of Course Assignment Paper by the Students.
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Handbook of Political Marketing, by Bruce I. Newman Editor • Leksione të parashkruara nga lektori i lëndës
References	• Political marketing Theory, nga Stephan C.M. Henneberg • Political Marketing, nga Heather Savigny, The Oxford Handbook of British Politics.
Course Outcome	
1	Students will be equipped with basic knowledge on political marketing, with new communication tools and methods of use of various types of traditional and new media in the political situation.
2	Students will be able to identify key elements of a political campaign, the image and its communication lines.
3	Students will be capable to carry out marketing studies in politics, audience segmentation, voters' analysis in order to use it in developing an effective strategy of Political Marketing.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	2	10	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	1	10	
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