

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. The essential role of the media and the role in the growth of consultants/experts in the application of this hybrid science is an increasing trend in the political and public spheres.					
Objectives		By the end of this course, students will be able to: - Understand the fundamental principles of political marketing and its role in contemporary politics. - Analyze political campaigns using key marketing concepts such as segmentation, targeting, and positioning. - Design effective communication strategies tailored to diverse political audiences. - Evaluate the ethical implications of political marketing tactics and their impact on democratic processes. - Apply data-driven approaches to enhance campaign effectiveness and voter engagement. - Critically assess global case studies to identify best practices and challenges in political marketing.					
Core Concepts		Political Branding: Understanding the identity, messaging, and values associated with political candidates or parties. Segmentation and Targeting: Techniques to identify and prioritize voter groups based on demographics, behavior, and preferences. Campaign Strategy: Frameworks for planning and executing political campaigns, including messaging, polling, and resource allocation. Media and Communication: The role of traditional and digital platforms in shaping public perception and delivering campaign messages. Data Analytics: Utilizing voter data, analytics tools, and metrics to inform campaign decisions. Ethical Considerations: Balancing persuasive strategies with ethical obligations to voters and democratic processes. Crisis Management: Strategies to mitigate and respond to political challenges, controversies, or reputational threats. Global Perspectives: Exploring cultural and regional differences in political marketing practices.					
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	• Arbour, Brian (2014). Candidate-Centered Campaigns: Political Messages, Winning Personalities, and Personal Appeals . New York: Palgrave-Macmillan. • Cwalina, W., Falkowski, A., & Newman, B. I. (2011). Political marketing: Theoretical and strategic foundations. Armonk, N.Y: M.E. Sharpe.
References	• 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 • Arnaud Vincent (2020) The Religious Rhetoric Of U.S. Presidential Candidates: A Corpus Linguistics Approach To The Rhetorical God Gap, Routledge/Taylor & Francis Group • 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
Course Outcome	
1	Studentët aftësohen të njohin konceptet dhe kuptojnë rëndësinë e marketingut politik në kontekstin e sotëm publik e politik , si dhe ndryshimet nga marketingu komercial
2	Studentët aftësohen të krijojnë një fushatë në kontekstin marketingut politikë përmes njohurive të marra për strategjitë, teknikat, mjetet duke përfshirë elementët e rëndësishëm të saj si planifikimi, hulumtimi, sondazhet, roli, rëndësia dhe komunikimi i kandidatit, rolin e medias, rolin e ekspertëve/konsulentëve
3	Studentët do të aftësohen të realizojnë studime marketing në politikë, duke implementuar njohuritë akademike dhe praktike te perfituara ne lenden e Marketingut Politik.

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	0	0	
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	3	42
Duties	2	10	20
Midterms	1	15	15
Final Exam	1	25	25
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00