Course Code	Course Type	Regular Semester	Lecture (hours/we ek)	Seminar (hours/we ek)	Lab. (hours/we ek)	Credits	ECTS	
COM 421	В	Fall	3.00	0.00	0.00	3.00	6.00	
	Lecturer	Ana Kekezi, PhD						
Assistant								
Course language		Albanian						
Course level		Master						
 Political marketing has attracted the attention of political actors in recently Albania. The importance of political marketing makes policy actors not only 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 people, so they need to understand or at least discover what the public wa terms of policy and civil leadership. The essential role of the media and the the growth of consultants/experts in the application of this hybrid science i increasing trend in the political and public spheres. 					only act e n e of the wants in the role			
By the end of this course, students will be able to: - Understand the funda principles of political marketing and its role in contemporary politics An political campaigns using key marketing concepts such as segmentation, targeting, and positioning Design effective communication strategies ta diverse political audiences Evaluate the ethical implications of political marketing tactics and their impact on democratic processes Apply data approaches to enhance campaign effectiveness and voter engagement assess global case studies to identify best practices and challenges in pol marketing.					Analyze n, tailored t al ta-driven Critical			
Cc	ore 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 resport to political challenges, controversies, or reputational threats. Global Perspectives Exploring cultural and regional differences in political marketing practices.						

WeekTopic1Introduction to Political Marketing, Its Theories and its Significance. Presentation of literature and
basic resources of the course, presentation of syllabus and assessment method2The Similarity and Differences of Political Marketing with Commercial Marketing. Defining the
Individual Essay, Topic3Marketing Research in Politics. Planning. Information gathering, market segmentation and
targeting. Defining Individual Essay No2, Topic4Political Product, Strategy, Positioning, Authenticity and Marketing. Group breakdowns related to
the Term Project / Course Assignment, Theme Design5The 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 importa	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.	New media. The Impact and Changes It Has Brought on Political Marketing			
13	Propaganda	Propaganda & Manipulation. The Role of Spin Doctors			
14	Political Mar	Political Marketing and the Democracy			
15	Public Debat Students.	Public Debate as Course Assignment and Submission of Course Assignment Paper by the Students.			
16	Final Exam				
Р	rerequisites	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 Outc	ome				
1	Studentët aftësohen të njohin konceptet dhe kuptojnë rëndësinë e marketingut politik në kontekstin e sotëm publik e politik , si dhe ndryshimet nga marketingu komerical				
2	marra për st planifikimi, h	Studentët aftësohen të krijojnë një fushatë në konteksin 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 njohurite akadamike 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			
Final exam percent			50
Total			
ECTS Workload (Based on Student Workload)			1
A - 11- 111	0	Duration	

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				
Total Work Load / 25 (hours)				
ECTS				