

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		Ejup Lila, 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 campaign.					
Objectives		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 campaign.					
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	• 1st Edition, "The Routledge Handbook of Political Campaigning" Edited By Darren Lilleker, Daniel Jackson, Bente Kalsnes, Claudia Mellado, Filippo Trevisan, Anastasia Veneti 2025 • "Digital Marketing Strategy: An Integrated Approach to Online Marketing: Covers modern, digital approaches to campaign management (from Target Internet), Simon Kingsnorth, 2022 • 1st Edition, "Success in Social Marketing 100 Case Studies From Around the Globe", Nancy R. Lee, Philip Kotler, 2023 • 1st Edition, "Marketing Higher Education Understanding How to Build and Promote the University Brand", Paul Sergius Koku, 2023
References	• 1st Edition "Marketing Skills in Practice Developing a Successful Marketing Career", Linda Anne Barkas, Yvonne Dixon-Todd, 2024 • 7th Edition "The Campaign Manager Running and Winning Local Elections", By Catherine Shaw, 2026
Course Outcome	
1	Studentët do të kuptojnë elementët e konceptimit të një fushate, duke përfshirë edhe fushatën zgjedhore.
2	Studentët krijojnë një ide më të qartë rreth përdorimit të mjeteve të ndryshme demokratike për menaxhimin e një fushate.
3	Studentët do të jenë në gjendje të hartojnë një buxhet për fushatën dhe të realizojnë ngritjen e fondeve të nevojshme për realizimin e fushatës.
4	Studentët do të jenë të aftë të konceptojnë dhe menaxhojnë një fushatë të mirëfilltë.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			40
Final exam percent			60
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	4	56
Duties	0	0	0
Midterms	1	16	16
Final Exam	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00