

Course Name : Conception and Campaign Management							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 523	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Blendi Ceka, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		The course aims to give detailed knowledge regarding the organization and management of various campaigns including also the electoral campaigns. The work and the 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 organize and manage as teamwork. Course participants will build a genuine campaign on a topic selected by themselves and will manage all the components being evaluated in terms of realization of campaign elements as well as to the result of this campaign.					
Objectives		- - The development and understanding of a proper division of work among the group participants. - Considering the target audience information, developing effective campaign messages and establishing the involvement of various types of media in order to promote and support the campaign aiming to influence and convince the target audience to support and help the campaign. - Using the audience data to develop an appropriate budget (low cost) for the campaign, including realistic plans for fundraising. - Composing a plan for maximum utilization of volunteers / ambassadors. - Development of a comparative analysis in order to run the campaign in various local jurisdictions (in a variety of places depending on participants)					
Core Concepts							
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 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
15	Presentation of student projects
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Dennis W. Johnson, No Place for Amateurs; • Political Campaign Planning Manual. A step by step guide to winning elections, National Democratic Institute for International Affairs • Richard Semiatin, Campaigns on the Cutting Edge • Robert Greene, 33 Stratagems of War
References	
Course Outcome	
1	Students will understand the conceptual elements of a campaign, including also the electoral campaign.
2	Students will develop a clearer understanding about the use of different democratic tools for the campaign management.
3	Students will be able to draw up a campaign budget and conduct fundraising activities necessary for the realization of the campaign.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	2	10	
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	3	42
Duties	2	0	0
Midterms	1	20	20
Final Exam	1	40	40
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00