

Course Name : Political Communication and Marketing							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 207	B	Fall	2.00	1.00	0.00	3.00	4.00
Lecturer Esmeralda Pashollari, MSc							
Assistant							
Course language Albanian							
Course level Bachelor							
Description		This program introduces the fundamental concepts of political communication in the era of new generation media and the challenges that the 21st century brings. The course explores the close relationship between political actors and the mass media, the analysis of elite discourse and electoral messages in the context of political communication. Special attention is paid to strategic communication in election campaigns and political marketing, which has gained great importance in Albania in recent years. The program addresses the increasingly important role of consultants and experts in the application of this hybrid science, emphasizing the trends of increasing influence of media and marketing in contemporary politics.					
Objectives		Students will understand the basic concepts of political communication Analyze communication strategies in election campaigns Develop skills in political marketing Examine the role of media and public relations in politics. Understand the impact of technology and new media on political communication					
Core Concepts		Political Communication Political Marketing Political Product Strategy					
Course Outline							
Week	Topic						
1	Definition of the terms political communication and marketing, theories / knowledge of the subject / presentation of the syllabus.						
2	Process of Political Communication, Formation, Elements of Political Communication; Actors						
3	Message - Communication process with emphasis on the Message;						
4	Public Relations Politics						
5	Communication and Political Marketing in Mass Media and New Media						
6	Differences and similarities of Political Marketing with Commercial Marketing						
7	Political product creation, strategy and positioning						
8	Semi-final Exam						
9	Nonverbal communication in politics / body language / image / effects and impact						
10	The voter as a consumer						
11	Public Opinion						
12	Propaganda and Manipulation						
13	Candidate-centered campaigns						
14	Financing and the importance of campaign budgets						
15	Media and politics in Albania. Analysis of political discourse of the main political leaders in electoral campaigns; Permanent campaigns; Crises.						

16	Final Exam			
Prerequisites	The student must attend the course at a minimum rate of 75%.			
Literature	<ul style="list-style-type: none"> • McNair, Brian (2011), An Introduction to Political Communication, 5Th Edition, Routledge Young, Richard (2017) Persuasive Communication; How Audiences Decide, 2nd edition, Routledge Perloff M. Richard (2017) The Dynamics of Political Communication: Media and Politics in a Digital Age, Routledge 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	<ul style="list-style-type: none"> • Kitchens, J. dhe Powell, L (2015) The four pillars of American Politics Why some candidates don't win and others can't lead. Lexington Books Vowe, G dhe Henn, P. (2016), Political Communication in the Online World, Routledge McNair, Brian (2009) Hyrje në komunikimin politik, UET Press, 2009 			
Course Outcome				
1	Students will acquire knowledge of the basic terms of political communication. Students will understand the role and interaction of political communication actors. Students will be able to analyze and use different communication channels for the realization and interpretation of political communication.			
Course Evaluation				
	In-term Studies	Quantity	Percentage	
	Midterms	1	30	
	Quizzes	0	0	
	Projects	0	0	
	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	2	28
	Duties	1	2	2
	Midterms	1	5	5
	Final Exam	1	5	5
	Other	0	0	0
	Total Work Load			88
	Total Work Load / 25 (hours)			3.52
	ECTS			4.00