

MASTER 'S PROGRAMME
POLITICAL MARKETING
 1ST YEAR OF STUDY, 1ST SEMESTER

COURSE TITLE	POLITICAL MARKETING
COURSE CODE	MTR1611
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	2nd cycle (master's degree)
YEAR OF STUDY, SEMESTER	1st year of study, 1st semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Lect.dr. Maria Corina Barbaros
NAME OF SEMINAR HOLDER	Lect.dr. Maria Corina Barbaros
PREREQUISITES	Advanced level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences:</p> <ul style="list-style-type: none"> → The ability to understand and use specific concepts and theories in the field of political marketing → The ability to explain and identify strategies and tools for political marketing <p>Course-specific competences:</p> <ul style="list-style-type: none"> → Interdisciplinary approach of political marketing topics: <ul style="list-style-type: none"> • The ability to identify interdisciplinary issues and to develop critical thinking skills • The ability to analyse political marketing campaigns and strategies
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> → Analytical skills applied to political marketing and communication contexts → The ability to develop political marketing materials and action plans → The ability to overview complex social contexts and implications of political marketing
C	LECTURE CONTENT
	<ol style="list-style-type: none"> 1. Fundamental concepts and theories in political marketing 2. Strategies and theoretical models in the field of political marketing 3. Running an election campaign. Challenges and trends 4. Voters' market segmentation and parties' positioning 5. Political communication tools: direct campaigns & mediated campaigns 6. Post-elections political marketing. Tools for maintaining and improving the relationship with the votes
D	RECOMMENDED READING FOR LECTURES
	<ol style="list-style-type: none"> 1. Burton, Michael John, & Sea, Daniel. 2010. Campaign craft : the strategies, tactics, and art of political campaign management. Westport, Conn.: Praeger Publishers 2. Newman, Bruce I. 1999. Handbook of Political Marketing. Thousand Oaks, California: Sage Publications. 3. Lees-Marshment, Jennifer. 2012, The Routledge Handbook of Political Marketing, New York: Routledge
E	SEMINAR CONTENT
	<ol style="list-style-type: none"> 1. Political marketing research: phases, methods and techniques 2. Consumer's behavior and techniques used to influence the voters 5. The political marketing mix - product, placement, promotion, price 6. Marketing Planning: media plan, calendar of events, the optimal marketing mix 7. Political communication campaigns: reputation, branding, teasing, negative 8. Political advertising tools 9. New media and digital engagement in political marketing & communication 10. The role of entertainment media in political contexts
F	RECOMMENDED READING FOR SEMINARS
	<ol style="list-style-type: none"> 1. Maarek, Philippe .2011. Campaign Communication and Political Marketing, Chichester : Wiley-Blackwell 2. Hacker, Kenneth. (ed.). 2004. Presidential candidate images. Oxford: Rowman & Littlefield

	<p>Cwalina, W., Falkowski, A, Newman, B., 2011, Political Marketing: Theoretical and Strategic Foundations, New York: M.E. Sharpe Inc</p> <p>3.Brader, T. 2006. Campaigning for hearts and minds : how emotional appeals in political ads work. Chicago: University of Chicago Press</p> <p>4.Lees-Marshment, Jennifer. 2009. Political Marketing: Principles and Applications, Taylor&Francis, New York : Routledge</p> <p>5.Ries, Al, & Trout, Jack. 2001. Positioning: The Battle for Your Mind, London: MCGraw-Hill Education</p>	
G	EDUCATION STYLE	
LEARNING AND TEACHING METHODS	<p>Teaching methods: conversation, demonstration, problem solving exercises</p> <p>Materials: video recordings, graphic materials</p>	
ASSESSMENT METHODS	<p>Observing and evaluating the continuous progress; evaluation of the group project consisting of a political marketing plan</p>	
LANGUAGE OF INSTRUCTION	English	