

Course unit Descriptor		 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
	Faculty of Philosophy	

GENERAL INFORMATION

Study program in which the course unit is offered	Journalism
Course unit title	Political marketing
Course unit code	o8ZUZUo7o
Type of course unit ¹	Compulsory
Level of course unit ²	First cycle (Bachelor)
Field of Study (please see ISCED ³)	0321 Journalism
Semester when the course unit is offered	Winter
Year of study (if applicable)	4
Number of ECTS allocated	5
Name of lecturer/lecturers	Dr. Jelena Kleut, Marina Fratučan
Name of contact person	Dr. Jelena Kleut
Mode of course unit delivery ⁴	Face-to-face
Course unit pre-requisites (e.g. level of language required, etc)	B2 English

PURPOSE AND OVERVIEW (max 5-10 sentences)

Acquiring knowledge on political marketing as a form of political communication which is realized through persuasive strategies and techniques, preparing students for the practical application of theoretical knowledge.

LEARNING OUTCOMES (knowledge and skills)

Acquiring knowledge on political marketing, training students for their practical application in the performance of professional communicators in media organizations or specialized agencies for political marketing, understanding the

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54)

⁴ Face-to-face, distance learning, etc.

role of journalism in political communication.

SYLLABUS (outline and summary of topics)

Theoretical classes: Political communication and political marketing. The formation, development and theoretical basis of political marketing. Strategy and methodical principles of political marketing. Electoral and other political campaigns (functions, types, objectives, elements of the plan of the campaign). The phases of preparation and realization of the campaign. The techniques of political marketing. Evaluation of the effects of marketing activities. Political marketing and ethics. Political marketing and journalism. Critical evaluation of political marketing.

Practical lessons: Workshops on political marketing in electoral and other political campaigns.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures; practical classes, case studies of political marketing electoral and other political campaigns; writing essays about the techniques of political marketing.

REQUIRED READING

ASSESSMENT METHODS AND CRITERIA

Assessment (max. 100 points)			
Pre-examination requirements	Points	Examination	Points
Lectures	5	Oral	35
Practical classes	10		
Seminar paper	50		

LANGUAGE OF INSTRUCTION

English language