

## I. SUBJECT INFORMATION SHEET

Subject details	
Name	Political Communication and Campaign Management
Degree	Degree in Political Science and Public Administration
Course	Fifth
Character	Quarterly
ETCS Credits	4,5
Department	Disciplinas Comunes
Area	Political Science and Administration Sciences
Lecturer Details	
Lecturer	Pr. Pedro Rodríguez
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Office	Teachers Room of the 5th floor
Grup	5º E-5

## SPECIFIC SUBJECT DETAILS

Contribution to the Profesional Profile of the Degree
<p>Students learn the most sophisticated skills and techniques of modern campaign management. The subject focuses on campaign advertising and promotion, communications and strategy, mass media and politics and campaign organization. Nowadays political parties have assumed important responsibilities within the political power and the society. The political parties hold the leadership of political life and are the channel for expression the popular will, through the elections. These commitments demand that the political leaders must know all techniques related with social groups and citizens as well as advanced tools of communication. The skills acquired will help the student to know the intricacies of a campaign to be part of a team of campaign advisers at the political level, but also as a private consultant.</p>

## II. COMPETENCES TO BE DEVELOPED

<b>General competences</b>
<b>Instrumental</b>
<ul style="list-style-type: none"> <li>- Knowledge of a second language</li> <li>- Skills in interpersonal relationships.</li> </ul>
<b>Interpersonal</b>
<b>Competences Specific to the Subject</b>
<b>Conceptual (knowledge)</b>
Capacity to identify the process of shaping public opinion.
<b>Procedural (know-how)</b>
Identifying the key actors of the public opinion.
<b>Professional (know-how)</b>
Capacity to develop a strategic communication plan for political organizations and identify communications and strategic actions in media.

## III. THEMATIC AREAS AND CONTENTS

<b>Contents – Thematic Areas</b>
<b>Theme 1: Politics in TV Society</b>
<ul style="list-style-type: none"> <li>▪ Impact of media in politics.</li> <li>▪ Infotainment.</li> <li>▪ Videopolitics</li> <li>▪ New rules in political communication.</li> </ul>
<b>Theme 2: Political Consultancy industry</b>
<ul style="list-style-type: none"> <li>▪ The origin of political communication.</li> <li>▪ Influence of US politics in modern political campaigning</li> <li>▪ Political consultancy industry in the US.</li> <li>▪ Political consultancy industry in Spain.</li> </ul>

<b>Theme 3: Basic Principles and Campaign Planning</b>
<ul style="list-style-type: none"> <li>▪ Basic principles of Political Communication</li> <li>▪ Structure of a campaign plan.</li> </ul>
<b>Theme 4: Political Messaging</b>
<ul style="list-style-type: none"> <li>▪ Key elements of an effective political messaging.</li> <li>▪ Storytelling.</li> </ul>
<b>Theme 5: Media relations and politics</b>
<ul style="list-style-type: none"> <li>▪ The role of media in campaigns.</li> <li>▪ Principles of media relations.</li> </ul>
<b>Theme 6: Evolution of political campaigns.</b>
<ul style="list-style-type: none"> <li>▪ Analysis of US presidential campaigns from 1952 to 2012.</li> </ul>

#### IV. BIBLIOGRAPHY AND RESOURCES

<b>Basic Bibliography</b>
<b>Textbooks</b>
<p>KERNEL, S., JACOBSON G., KOUSSER, T. and VAVRECK, L., <i>The Logic of American Politics</i>. Washington D.C.: CQ Press, 2016.</p> <p>PERLOFF, Richard, DARREN, <i>The Dynamics of Political Communication: Media and Politics in a Digital Age</i>. London: Routledge, 2014.</p> <p>TUMAN, Joseph S., <i>Political Communication in American Campaigns</i>. Thousands Oaks, CA: SAGE, 2008.</p>
<b>Web Pages</b>
<p>NYtimes.com, Washingtonpost.com, Politico.com, Economist.com, Realclearpolitics.com, Vox.com.</p>
<b>Complementary Bibliography</b>
<b>Textbooks</b>
<p>CRESPO, I., D'ADAMO, O., GARCÍA, V., MORA, A. (coordinadores), <i>Diccionario Enciclopédico de Comunicación Política</i>. Asociación Latinoamericana de Investigadores en Campañas Electorales (ALICE). Madrid: Centro de Estudios Políticos y Comunicacionales, 2015.</p> <p>FAUCHEUX, Ron (editor), <i>Winning Elections: Political Campaign Management, Strategy &amp; Tactics</i>. New York: M. Evans and Company, 2003.</p> <p>HALPERIN, Mark, HARRIS, John F., <i>The Way to Win</i>. New York: Random House, 2006.</p> <p>KOVARIK, Bill, <i>Revolutions in Communication</i>. New York: Bloomsbury, 2016.</p>

LILLEKER, Daren, *Key Concepts in Political Communication*. London: SAGE, 2006.  
 SALMON, Christian, *Storytelling*. Barcelona: Ediciones Península, 2008.  
 TRENT, J., FRIEDENBERG, R., DENTON, R., *Political Campaign Communication*. Lanham, MD: Rowman & Littlefield. 2015.

## V. TEACHING METHODOLOGY

### General Methodological Aspects Regarding the Subject

#### Classroom Methodology: Activities

- a) Lectures: Exposition of the main theoretical aspects that make up the programme on the part of the lecturer.
- b) A piece of group-work consisting of developing a campaign plan for a presidential candidate in the U.S.
- c) Under the lecturer's direction, the students will debate various topical issues extracted from the Press and documentaries.

#### Non-Classroom Methodology: Activities

- a) Writing assignment: Policy Paper for a candidate.
- b) Personal study of the themes that are addressed in class
- c) Preparation for the exam.

## VI. SUMMARY OF STUDENT WORK HOURS

Activity	Nº Class Hours	Nº Non-Class Hours	Total Hours
Lectures	30	20	50
Current Affairs	5	10	15
Debates	8,5	9	17,5
Class Presentation	5	5	10
Individual Work	3	7	10
Collaborative Work		8	8
Evaluation: Exam	2		2
<b>ECTS CREDITS: 4.5</b>	<b>45</b>	<b>67,5</b>	<b>112,5</b>

## VII. EVALUATION AND GRADE CRITERIA

Evaluation Activities	Competences	Indicators	Percentage of the Overall Evaluation Grade
<p>Individual Work</p> <p>An individual piece of work on a current affairs topic</p>	<ul style="list-style-type: none"> <li>- Knowledge of a second language</li> <li>- Skills in interpersonal relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Comprehension of the topic.</li> <li>- Synthesis and clarity of the exposition.</li> <li>- Documentation</li> <li>- Quality of the exposition itself.</li> </ul>	20%
<p>Debate</p> <p>Discussion in class of the themes tackled in the presentations and the lectures</p>	<ul style="list-style-type: none"> <li>- Knowledge of a second language</li> <li>- Skills in interpersonal relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Effort to comprehend and participate.</li> <li>- Capacity for expression and handling of information.</li> </ul>	10%
<p>Class Presentation</p> <p>Presentation in class of a piece of work produced by two students together on a current affairs topic</p>	<ul style="list-style-type: none"> <li>- Knowledge of a second language</li> <li>- Skills in interpersonal relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Ability to speak in public</li> <li>- Clarity of the exposition and capacity for synthesis</li> </ul>	10%
<p>Exam</p>	<ul style="list-style-type: none"> <li>- Knowledge of a second language</li> <li>- Skills in interpersonal relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Subject content.</li> <li>-Order and structure of argumentation.</li> <li>-Clarity of ideas expressed.</li> <li>-Spelling and presentation</li> </ul>	60%

## Qualifications

### **1) Ordinary Examination:**

A final exam where the student must be able to demonstrate both their knowledge of the subject assigned as competition in this field, and the ability to manage information, analysis and synthesis. To do so, the student must carry out an exercise that relates synthetically all the contents of the course (60%). If the student does not obtain a grade of 5 out of 10 on the exam, then paragraphs 2 and 3 of this teaching guide shall not be applied. In that case, the final exam will count for 100%.

Also the student will prepare a group work, which will have to be presented to the class. It will display the summary of all the information obtained during the course. 20% (10% work and 10% presentation)

Finally, the last 20%, it will be based on the interpretation of the readings proposed by the teacher. Students will undertake some debates, where they will have to give their own opinion on those texts that will later be discussed in class.

### **2) Extraordinary Examination:**

The Extraordinary Examination (art. 15.7 Academic Rules) will be held respecting the rates applied in the Ordinary Call disaggregated on the group work, discussion, classroom presentation and examination. In this case, the appropriate mechanism must be established for the student who has failed the ongoing evaluation activities in order to let him restore his percentage of qualification.

If the exam is not passed in the Ordinary Examination session, then the student will have to do the Extraordinary Examination with all the subjects pending. The ongoing evaluation activities described above will only be taken into account in case the student passes the exam. If the student has not submitted all the requested exercises throughout the course, the exam will be worth 100%.

### **3) Exchange Students:**

In this case, the evaluation will be carried out by applying the percentage of the activities determined by this teaching guide. Presence is not required for this type of activities. Exchange students should contact the professor at the beginning of this course to provide them the materials and the mode of assessment.