

Màrqueting Sociopolític

2013/2014

Codi: 42228

Crèdits: 10

Titulació	Tipus	Curs	Semestre
4313335 Ciència Política / Political Science	OT	0	2

Professor de contacte

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Utilització d'idiomes

Llengua vehicular majoritària: anglès (eng)

Prerequisites

There are no specific requirements to enroll in this course.

Objectius

The module aims to provide students with the skills needed to analyze, plan, and develop socio-political marketing campaigns agents. It looks at political marketing operations with particular emphasis on electoral campaigns, and focuses on the analysis of voting behavior and party campaign strategies.

Competències

- Ciència Política / Political Science
- Analyse the behaviour and political attitudes of the public and the political communication processes in which they are immersed.
- Apply the qualitative and quantitative techniques necessary for the systematic and rigorous analysis of specific aspects of politics today.
- Design a research project that satisfies the criteria of rigour and academic excellence.
- Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
- Work in international and interdisciplinary teams whose members have different origins and backgrounds.

Resultats d'aprenentatge

- Abordar situacions i/o problemes empresarials que puguin comportar un dilema ètic a partir d'una reflexió crítica.
- Analitzar dades denquesta mitjançant el programari estadístic adequat.
- Analyse the data from the survey using the appropriate statistical software.
- Argumentar i redactar informes precisos i clars sobre problemes comercials plantejats.
- Describe the different theories on the effects and consequences of political communication and know how to estimate its impact in specific cases.
- Descriure les diferents teories sobre els efectes i conseqüències de la comunicació política i saber estimar el seu impacte real en contextos concrets.
- Desenvolupar habilitats comunicatives en presentacions orals davant de públics crítics.
- Design and carry out an analysis on the basis of a survey and understand its different aspects (questionnaire, sample, administration).
- Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.

10. Dissenyar i portar a terme una anàlisi mitjançant enquestes i conèixer-ne els diferents aspectes (qüestionari, mostreig, mètode d'administració).
11. Distingir i classificar les noves tècniques d'investigació.
12. Distingir les fonts de dades per a l'estudi de problemes sociopolítics.
13. Distinguish between different sources of data for the study of socio-political problems.
14. Fer observables i quantificables els fenòmens sociopolítics.
15. Identificar els actors clau del sistema polític: els seus repertoris d'acció, interessos i recursos.
16. Identificar les diferents variables implicades en un problema d'investigació sociopolític i com es relacionen entre si.
17. Identify the different variables involved in a socio-political research questions and the ways in which they relate to each other.
18. Identify the key agents in the political system: their actions, interests and resources.
19. Interioritzar les funcions, temps, eixos de competició i indicadors de les eleccions.
20. Internalise the functions, timing, elements of competition and indicators in elections.
21. Make socio-political phenomena observable and quantifiable.
22. Plantejar un ampli rang de dissenys d'investigació diferents per a respondre diferents preguntes d'investigació de caràcter sociopolítics i saber quin és el més adequat en cada ocasió.
23. Propose a broad range of different research designs to respond to the different socio-political research questions and understand which is the most relevant on each occasion.
24. Recognise the way in which the main political institutions work and how they can affect the behaviour of the public.
25. Reconèixer el funcionament de les principals institucions polítiques i com aquestes poden incidir en el comportament dels ciutadans.
26. Treballar en equips de caràcter interdisciplinari.
27. Use resources for an attractive and summarised presentation of the data and result in the area of socio-political analysis.
28. Use the most usual visual and verbal language in electoral and institutional campaigns.
29. Utilitzar el llenguatge visual i verbal més freqüent a les campanyes electorals i institucionals.
30. Utilitzar el llenguatge visual i verbal més freqüent en les campanyes electorals i institucionals.
31. Utilitzar recursos per a la presentació atractiva i resumida de dades i resultats en matèria d'anàlisi sociopolítica.
32. Utilitzar recursos per a presentar de manera atractiva i resumida dades i resultats en matèria d'anàlisi sociopolítica.
33. Work in international and interdisciplinary teams whose members have different origins and backgrounds.

Continguts

1. Institutional & political setting

- Governmental systems
- Territorial organization
- Electoral systems
- Parties & party systems

2. Political communication

- Campaigning strategies
- The effects of election campaigning
- Media effects
- Polling
- Internet and social media

3. Political participation & mobilization

- Electoral participation
- Mobilization campaigns

4. Vote choice

- Interpreting elections
- The social bases of voting
- The economy
- Candidates
- Issues
- Non-national elections

Metodologia

A range teaching methodologies will be used, including traditional lectures, hands-on activities, and home assignments.

Activitats formatives

Títol	Hores	ECTS	Resultats d'aprenentatge
Tipus: Dirigides			
Classes teòriques	75	3	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
Lectures	35	1,4	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
Tipus: Supervisades			
Tutories	15	0,6	3, 5, 8, 9, 13, 17, 18, 20, 21, 24, 27, 28, 33
Tipus: Autònomes			
Treball	125	5	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33

Avaluació

To be evaluated the student must attend at least 80% of all sessions.

The evaluation will take into account the following elements:

- Participation (20%) Active participation in the sessions will be assessed
- Course project (80%) The project will consist in developing a campaign strategy plan for the party chosen by student or an analysis of a political campaign. The campaign plan or analysis of a campaign should integrate the content of the two blocks of the course and will therefore be necessary to present a communication strategy and data analysis in support of its efficacy or explaining its effects.

Activitats d'avaluació

Títol	Pes	Hores	ECTS	Resultats d'aprenentatge
Course project	80	0	0	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
Participation	20%	0	0	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33

Bibliografia

Dalton, R. J. and Klingemann, H. D. 2007. Oxford Handbook of Political Behavior. Oxford: Oxford University Press.

Downs, A. 1957. An Economic Theory of Democracy. New York: Harper and Row, 1957.

Green, D. P., and A. S. Gerber. 2008. Get Out the Vote: How to Increase Voter Turnout. 2nd ed. Washington D.C.: Brookings Institution Press.

Harrop, M., and W. L. Miller. 1987. Elections and Voters: A Comparative Introduction. New York: New Amsterdam Books.

Issenberg, S. 2012. The Victory Lab: The Secret Science of Winning Campaigns. New York: Crown Pub.

Kaufmann, K. M., J. R. Petrocik, and D. R. Shaw. 2008. Unconventional Wisdom: Facts and Myths about American Voters. New York: Oxford University Press.

LeDuc, L., R. G. Niemi, and P. Norris (eds.). 2004. Comparing Democracies 2. London: Sage.

Norris, P. 1999. On Message: Communicating the Campaign. London: Sage.

Pollock, P. H. 2005. The Essentials of Political Analysis. Washington, D.C.: CQ Press.

Vavreck, L. 2009. The Message Matters: The Economy and Presidential Campaigns. Princeton: Princeton University Press.