

Màrqueting Sociopolític**2014/2015**Code: 42228
ECTS Credits: 10

Degree	Type	Year	Semester
4313335 Ciència Política / Political Science	OT	0	2

ContactName: Agustí Bosch Gardella
Email: Agustí.Bosch@uab.cat**Use of languages**Principal working language: anglès (eng)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No**Teachers**Camilo Cristancho Mantilla
Maria del Mar Martinez Roson
Guillem Rico Camps
Lucía Esther Medina Lindo
Josep San Martin Morant**Prerequisites**

There are no specific requirements to enroll in this course.

Objectives and Contextualisation

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

Skills

- Abordar situacions i/o problemes empresarials que puguin comportar un dilema ètic a partir d'una reflexió crítica.
- 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.
- Argumentar i redactar informes precisos i clars sobre problemes comercials plantejats.
- Desenvolupar habilitats comunicatives en presentacions orals davant de públics crítics.
- 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.
- Dissenyar i executar investigacions de mercat.
- Traslladar a l'àmbit sociopolític l'anàlisi, la planificació i el disseny de estratègies en el màrqueting.

- Treballar amb les fonts de dades, les metodologies i tècniques de recerca científica i les eines informàtiques pròpies del màrqueting.
- Treballar en equips de caràcter interdisciplinari.
- Work in international and interdisciplinary teams whose members have different origins and backgrounds.

Learning outcomes

1. Abordar situacions i/o problemes empresarials que puguin comportar un dilema ètic a partir d'una reflexió crítica.
2. Analitzar dades dequesta mitjançant el programari estadístic adequat.
3. Analyse the data from the survey using the appropriate statistical software.
4. Argumentar i redactar informes precisos i clars sobre problemes comercials plantejats.
5. Describe the different theories on the effects and consequences of political communication and know how to estimate its impact in specific cases.
6. Descriure les diferents teories sobre els efectes i conseqüències de la comunicació política i saber estimar el seu impacte real en contextos concrets.
7. Desenvolupar habilitats comunicatives en presentacions orals davant de públics crítics.
8. Design and carry out an analysis on the basis of a survey and understand its different aspects (questionnaire, sample, administration).
9. 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.

Content

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

Methodology

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

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
	35	1.4	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
	75	3	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33

Type: Supervised

15	0.6	3, 5, 8, 9, 13, 17, 18, 20, 21, 24, 27, 28, 33
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Type: Autonomous

125	5	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
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Evaluation

In order 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.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
		0	0	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33
		0	0	3, 5, 8, 9, 13, 17, 18, 20, 21, 23, 24, 27, 28, 33

Bibliography

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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.