

Socio-Political Marketing**2015/2016**

Code: 42228

ECTS Credits: 10

| Degree | Type | Year | Semester |
|---------------------------|------|------|----------|
| 4313148 Marketing | OT | 0 | 2 |
| 4313335 Political Science | OT | 0 | 2 |

Contact

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Use of languages

Principal working language: english (eng)

External teachers

Cesc Amat

Xabier Meilán

Prerequisites

Students enrolled in this course are expected to have a bachelors degree level in political science or in any other social science discipline. Students are encouraged to gain familiarity with the following books, particularly if they have degrees from other disciplines:

- Dalton, R.J. (2013) Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies. CQ Press
- Negrine, R. and Stanyer J. (eds) (2007) The Political Communication Reader. Routledge.

Objectives and Contextualisation

The first aim of this module is to understand the scientific bases of electoral behaviour. Thus, we will study what the causes of the vote are and will analyse the models that try to predict it. The second aim of the module deals with the communicative bases of politics. Thus, we will analyse how political actors, the media, and the people at large interacts with political communication. The two parts will be taught in parallel over the whole period.

Skills**Marketing**

- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Display a broad vision of consumer behaviour that covers psychology, sociology, economics and marketing.
- Implement emerging techniques in the field of marketing.
- Know and understand the issues related to the management of commercial distribution and of an organisation's sales network.
- Plan and conduct advertising campaigns.
- Provide innovative solutions to commercial problems.
- Transfer planning and strategy design in marketing to the socio-political sphere.

- Work with the data sources, methodologies and techniques of scientific research, and the IT tools of marketing.

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.

Learning outcomes

1. Analyzing survey data using appropriate statistical software.
2. Describe the various theories about the effects and consequences of political communication and being able to appreciate its real impact in specific contexts.
3. Design and carry out an analysis through surveys knowing its various aspects (questionnaire, sampling, method of administration).
4. Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
5. Distinguish data sources for the study of socio-political problems.
6. Identify and analyse the resources and internal capacities of the organisation.
7. Identify and distinguish the new trends in marketing.
8. Identify and filter the principal emerging trends and technologies.
9. Identify creative advertising processes and techniques.
10. Identify key actors in the political system: their repertoires of action, interests and resources.
11. Identify the characteristics of the database in order to analyse the data.
12. Identify the different variables involved in a socio-political research problem and how they interrelate.
13. Identify the different variables involved in an issue of socio-political research and how they relate to each other.
14. Identify the key actors in the political system: their repertoires of action, interests and resources.
15. Identify the key elements of a commercial problem in a non-business context.
16. Identify the key factors in integral management of distribution.
17. Identify the key factors that explain differences in consumer behaviour.
18. Identify the pathologies or errors that affect market research.
19. Identify the processes and techniques of means planning.
20. Internalize functions, time axes competition and indicators of elections.
21. Make socio-political phenomena observable and quantifiable.
22. Manage the resources needed for the development of a research process.
23. Propose a wide range of different research designs to meet different research questions socio-political and know what's right every time.
24. Recognize the operation of the main political institutions and how they influence the behavior of citizens
25. Use resources to the attractive and summary presentation of data and results on socio-political analysis.
26. Using the most frequent visual and verbal language in electoral and institutional campaigns.
27. Work in international and interdisciplinary teams whose members have different origins and backgrounds.

Content

PART 1. THE BEHAVIOURAL BASES OF SOCIO-POLITICAL MARKETING

This section of the module aims at understanding the scientific bases of the electoral behaviour. Thus, we will study what the causes of the vote are and will analyse the models that try to predict it.

Basic readings for this part are:

Bartels, Larry M. 2008. "The Study of Electoral Behavior." Extended version of a chapter in Jan E. Leighley, ed., *The Oxford Handbook of American Elections and*

Political Behavior. Department of Politics, Princeton University. [Available from the working papers section of the author's webpage.]

Eijk, Cees van der, and Mark Franklin. 2009. *Elections and Voters*. London: Palgrave Macmillan.

Evans, Jocelyn A.J. 2004. *Voters and Voting: An Introduction*. London: Sage.

1.1. Main schools in electoral behaviour: Columbia, Michigan, rational choice and institutionalism

1.2. Does turnout matter? Trends in electoral turnout. Turnout decline. Aggregate level predictors of turnout: system effects and ordering of elections

1.3. Demographics and turnout.

1.4. Turnout and rational choice approach - the turnout paradox

1.5. Turnout, value change and political orientations. Changing repertoires of participation

1.6. The habit of (non-)voting. Turnout among young people. Life-cycle or generation effects? The impact of declining turnout

1.7. Determinants of Vote Choice: Long-term factors. Social cleavages. Cleavage structures and group loyalties; Social Class; Ethnic and religious; Gender; Urban-Rural; Age and Cohorts; New social cleavages

1.8. The fading influence of social cleavages on vote choice. Ideology - the new cleavage structures?

1.9. Distinguishing party support from party choice. Habituation, immunization, socialization, learning. Brandloyalty and partisanship.

1.10. Trends in partisanship. Dealignment, realignment, decline of partisanship, volatility.

1.11. Determinants of Vote Choice: Individual Short-term factors. Issue voting - position and valence, party best, proximity, directional. Salience and the Most Important Problem;

1.12. Strategic voting. Protest voting.

1.13. Economic voting

1.14. The Role of Context: Electoral systems.

1.15. Voting behaviour in multi-level contexts: first, second and third order elections.

1.16. Election forecasting

PART 2. THE COMMUNICATIVE BASES OF SOCIO-POLITICAL MARKETING

Basic readings for this part are:

Castells, M (2009). *Communication Power*. Oxford: Oxford University Press.

Iyengar, S., McGrady, Jennifer A. (2007). *Media Politics: A Citizen's Guide*. New York: W.W. Norton & Company.

Lowery, S.A., De Fleur, M.L. (1994). *Milestones in Mass Communication Research: Media Effects*. New York: Pearson.

McNair, Brian (2003). An Introduction to Political Communication. London: Routledge.

Perloff, Richard M. (2014). The Dynamics of Political Communication. Media and Politics in a Digital Age. New York: Routledge.

2.1. Introduction to political communication

2.2. Political actors. Political institutions, political actors and the news media

2.3. The media (i). Media roles and routines

2.4. The media (ii). Ownership and regulation of the media

2.5. The media (iii). Contemporary media systems and environment. Selective exposure to the media

2.6. The people (i). Mass media and political knowledge

2.7. The people (ii). Mass media, values and political participation

2.8. The people (iii). Mass media effects: Agenda setting

2.9. The people (iv). Mass media effects: Issue framing and priming

2.10. The people (v). Election campaigns and their effects

2.11. The future of political communication (i). New media and social interaction

2.12. The future of political communication (ii). Contemporary media trends and the future of the media

Methodology

The teaching will combine theoretical lectures with more applied seminars.

Activities

| Title | Hours | ECTS | Learning outcomes |
|-------------------------|-------|------|---|
| Type: Directed | | | |
| Classes | 56 | 2.24 | 1, 2, 3, 5, 4, 21, 22, 14, 10, 16, 17, 9, 19, 6, 7, 8, 11, 15, 12, 13, 18, 20, 23, 24, 27, 26, 25 |
| Type: Autonomous | | | |
| Reading | 100 | 4 | 1, 2, 3, 5, 4, 21, 22, 10, 14, 16, 17, 9, 19, 6, 7, 8, 11, 15, 12, 13, 18, 20, 23, 24, 27, 26, 25 |

Evaluation

The evaluation consists of:

Participation in class (it is obligatory to attend at least at 80% of the sessions in order pass this module)

Two assignments:

- Assignment 1 'Electoral behaviour in one country'. The goal of this assignment is exploring some specific aspect of the electoral behaviour in the student's home country. The student may choose what specific aspect of electoral behaviour s/he wants to explore.
- Assignment 2 'Exploring media bias'. The goal of this assignment is assessing a typology of media bias. The student will choose two media examples of propaganda and ideology, and write a report justifying the examples, placing them in the typology, and designing a strategy for researching them.

Evaluation activities

| Title | Weighting | Hours | ECTS | Learning outcomes |
|---------------|-----------|-------|------|---|
| Essay writing | 100% | 94 | 3.76 | 1, 2, 3, 5, 4, 21, 22, 14, 10, 16, 17, 9, 19, 6, 7, 8, 11, 15, 13, 12, 18, 20, 23, 24, 27, 26, 25 |

Bibliography

Bartels, Larry M. 2008. "The Study of Electoral Behavior." Extended version of a chapter in Jan E. Leighley, ed., *The Oxford Handbook of American Elections and*

Castells, M (2009). *Communication Power*. Oxford: Oxford University Press.

Eijk, Cees van der, and Mark Franklin. 2009. *Elections and Voters*. London: Palgrave Macmillan.

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Lowery, S.A., De Fleur, M.L. (1994). *Milestones in Mass Communication Research: Media Effects*. New York: Pearson.

McNair, Brian (2003). *An Introduction to Political Communication*. London: Routledge.

Perloff, Richard M. (2014). *The Dynamics of Political Communication. Media and Politics in a Digital Age*. New York: Routledge.

Political Behavior. Department of Politics, Princeton University. [Available from the working papers section of the webpage.]