

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

## Contact

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## Teachers

Francisco Xabier Meilán

Guillem Rico Camps

## Use of languages

Principal working language: english (eng)

## Prerequisites

Students enrolled in this course are expected to have a bachelor's 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 interact with political communication.

Notice this is a first version of the syllabus. Several readings may be replaced by more recent articles before the sessions of the module start. Some other details may also vary slightly.

## 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 (a.k.a. 'ELECTORAL BEHAVIOUR')**

- 1.1. The social-position bases of the vote: cleavages and alignments
- 1.2. The value bases of the vote: party identification, ideology and policy moods

- 1.3. The personal bases of the vote: the importance of the leaders
- 1.4. Issue voting and niche party support
- 1.5. The spatial models of party competition: proximity and directionality
- 1.6. Economic voting: the importance of the economic situation
- 1.7. Strategic voting: the importance of the electoral system
- 1.8. Event voting: how events shape election outcomes
- 1.9. Multilevel politics and second-order elections
- 1.10. Non-voting: causes and antecedents
- 1.10. The political consequences of non-voting

## PART 2. THE COMMUNICATIVE BASES OF SOCIO-POLITICAL MARKETING

- 2.1. Introduction to political communication
- 2.2. Political actors and the news media
- 2.3. Ownership and regulation of the media
- 2.4. Media roles and routines
- 2.5. Contemporary media systems
- 2.6. Research on Mass Media Effect
- 2.7. Media, political knowledge and participation
- 2.8. Agenda setting effects
- 2.9. Issue framing and priming
- 2.10. Other media effects. Conclusions on media effects
- 2.11. Election campaigns
- 2.12. The future of political communication. Contemporary media trends and the future of the media

## Methodology

Teaching for part 1 of the module will take place on Mondays. Each session will include a lecture by Prof. Agustí Bosch (during the first hour) plus a common discussion of the compulsory readings (after the break). Teaching for part 2 of the module will take place on Wednesdays. Each session will include a lecture by professors Xabier Meilán or Guillem Rico (during the first hour) plus a common discussion of the compulsory readings (after the break).

## Activities

Title	Hours	ECTS	Learning outcomes
<b>Type:</b>			
<b>Directed</b>			
Lectures	24	0.96	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27

## Evaluation

The evaluation will take into account four items: a written assignment for each of the two parts and the weekly discussion of the compulsory readings for each of the two parts.

- The written assignment for part 1 of the module will explore some specific aspect of the electoral behaviour in the student's home country (or any other country/ies of interest). The student will be able to choose what specific aspect of electoral behaviour s/he wants to explore.
- The written assignment for part 2 of the module will assess 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.
- The discussion of the compulsory readings for part 1 will proceed as follows: each Monday after the break, a different student will present one of the readings and the rest of the class will discuss the conclusions. All students are expected to read the compulsory readings for the week and to prepare their interventions.
- The discussion of the compulsory readings for part 2 will proceed the same way, but on Wednesdays.

Each of the four items will provide 25% of the final mark. The lecturer will provide further details and information about the evaluation process during the presentation of the module on the 6th of February.

## Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Compulsory readings for part 1	25%	83	3.32	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27
Compulsory readings for part 2	25%	83	3.32	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27
Written assignment for part 1	25%	30	1.2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27
Written assignment for part 2	25%	30	1.2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27

## Bibliography

Basic readings for part 1:

Evans, J. (2004) *Voters and Voting: An Introduction*. London: Sage.

Bartels, L. 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*.

Van der Eijk, C. & Franklin, M. (2009) *Elections and Voters*. London: Palgrave Macmillan.

Denver, D., Carman, C. & Johns, R. (2012) *Elections and Voters in Britain*. Basingstoke: Palgrave Macmillan.

Basic readings for part 2:

Bennett, W. Lance (2012). *News. The Politics of Illusion*. Glenview, IL. (USA): Pearson

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

Graber, Doris A. (2010). *Mass Media and American Politics*. Washington, D.C. (USA): Sage.

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

Leighley, Jan E. (2004). *Mass Media and Politics. A Social Science Perspective*. Boston (MA): Houghton Mifflin.

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.