UAB
Universitat Autònoma de Barcelona

Socio-Political Marketing

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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Teachers

Berta Barbet Porta

Luca Bernardi

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.

This section of the module deals with the communicative basis of public opinion, the way its form and the mechanisms through which it changes

The final aim of the module is to familiarize the student with the current debates on public opinion.

Skills

Marketing
- Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
- Design and carry out market research.

- Develop communicative skills in oral presentations before critical audiences.
- Transfer planning and strategy design in marketing to the socio-political sphere.
- Work in interdisciplinary teams.
- 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. Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
2. Analyse survey data using the appropriate statistical software.
3. Analyzing survey data using appropriate statistical software.
4. Describe the different theories on the consequences of political communication and gauge their real impact in particular contexts.
5. Describe the various theories about the effects and consequences of political communication and being able to appreciate its real impact in specific contexts.
6. Design and carry out a survey-based study, taking all aspects into account: (questionnaire, sampling and delivery method).
7. Design and carry out an analysis through surveys knowing its various aspects (questionnaire, sampling, method of administration).
8. Design and write projects and technical and academic reports autonomously using the appropriate terminology, arguments and analytical tools in each case.
9. Develop communicative skills in oral presentations before critical audiences.
10. Distinguish data sources for the study of socio-political problems.
11. Distinguish the data sources for the study of socio-political problems.
12. Identify key actors in the political system: their repertoires of action, interests and resources.
13. Identify the different variables involved in a socio-political research problem and how they interrelate.
14. Identify the different variables involved in an issue of socio-political research and how they relate to each other.
15. Identify the key actors in the political system: their repertoires of action, interests and resources.
16. Internalise the functions, timing, axes of competition and indicators of elections.
17. Internalize functions, time axes competition and indicators of elections.
18. Make socio-political phenomena observable and quantifiable.
19. Propose a wide range of different research designs to meet different research questions socio-political and know what's right every time.
20. Propose a wide range of different research designs to respond to socio-political research questions and know which is the most appropriate for each occasion.
21. Recognise the workings of the main political institutions and how these can influence citizens' behaviour.
22. Recognize the operation of the main political institutions and how they influence the behavior of citizens.
23. Use resources to present summaries of data and results attractively in the case of socio-political analysis.
24. Use resources to the attractive and summary presentation of data and results on socio-political analysis.
25. Use the visual and verbal language most commonly found in electoral and institutional campaigns.
26. Using the most frequent visual and verbal language in electoral and institutional campaigns.
27. Work in interdisciplinary teams.

28. Work in international and interdisciplinary teams whose members have different origins and backgrounds.

Content

PART 1. ELECTORAL BEHAVIOUR
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.

Main topics for this part are:

1.1. Vote anchors: the effect of social position, party id and values
1.2. Intervening factors: leaders and issues
1.3. The spatial models of party competition: proximity and directionality
1.4. Economic voting: the importance of the economic situation
1.5. Strategic voting: the importance of the electoral system
1.6. Event voting: how events shape election outcomes
1.7. Multilevel polities and second-order elections
1.8. Non-voting: causes and consequences
1.9. Health and Political Behaviour
1.10. Genopolitics
PART 2. THE COMMUNICATIVE BASES OF SOCIO-POLITICAL MARKETING
This section of the module deals with the communicative basis of public opinion, the way its form and the mechanisms through which it changes.
Main topics for this part are:
2.1. The basis of Opinions
2.2. Information exposure
2.3. Information processing (i): the two models of reasoning
2.4. Information processing (ii): the use of heuristics
2.5. Information processing (iii): Framing
2.6. Information processing (iv): Priming and Agenda setting
2.7. Political campaigns
2.8 Mobilisation effects
PART 3. CURRENT ISSUES IN PUBLIC OPINION
This section of the module deals with issues that have received much attention recently, either because they address hot political developments or because they present innovative research venues.
Main topics for this part are:
3.1. Populism (i): Conceptualization and Measurement
3.2. Populism (ii): Causes and Consequences
3.3. Emotions in Politics
3.4. Motivated Reasoning
3.5. Representing Public Opinion: Dyadic Representation
3.6. Collective Representation: Correspondence, Consistency & Covariation
3.7. Dynamic Representation: Policy Representation and Public Responsiveness
3.8. Institutions and the Opinion-Policy Link
3.9. Unequal Responsiveness and Representation

Methodology

Teaching for each part of the module will be given as follows: part 1, Dr. Agustí Bosch and Dr. Luca Bernardi; part 2, Dr. Berta Barbet; part 3, Dr. Guillem Rico and Dr. Luca Bernardi.

Teaching for part 1 of the module will usually take place on Mondays. Teaching for part 2 will take place on Wednesdays. Teaching for part 3 will usually take place on Wednesdays.

A typical session will include a lecture (during the first hour) plus a common discussion of the compulsory readings (after the break).

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures	24	0.96	3, 5, 7, 10, 8, 18, 12, 14, 17, 19, 22, 28, 26, 24

Evaluation

The evaluation will take into account five items: two written assignments and three marks for the weekly discussion of the compulsory readings

• A 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.
• In the written assignment for part 2 of the module, the student will select two media examples of propaganda and ideology, and write a report justifying the examples, placing them in the typology of media bias, and designing a strategy for researching them.
• The discussion of the compulsory readings for part 1 will proceed as follows: some Mondays after the break, a 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 parts 2 will proceed the same way, but during the first nine Wednesdays.
• The discussion of the compulsory readings for parts 3 will proceed the same way, but during the last four Wednesdays.

The assignments may be written in English, Spanish or Catalan.

The weight for each of the five items in the final mark will be the following. Discussion of the readings for part 1: 25%. Discussion of the readings for part 2: 20%. Discussion of the readings for part 3: 15%. Assignment for part 1: 20%. Assignment for part 2: 20%.

The lecturers will provide further details and information about the evaluation process during the presentation of the module.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Compulsory readings for part 1	15%	83	3.32	3, 5, 7, 10, 8, 18, 12, 14, 17, 19, 22, 28, 26, 24
Compulsory readings for part 2	13%	63	2.52	3, 5, 7, 10, 8, 18, 12, 14, 17, 19, 22, 28, 26, 24
Compulsory readings for part 3	17%	20	0.8	1, 2, 3, 5, 4, 9, 7, 6, 10, 11, 8, 18, 12, 15, 14, 13, 17, 16, 20, 19, 22, 21, 27, 28, 26, 25, 24, 23
Written assignment for part 1	30%	30	1.2	3, 5, 7, 10, 8, 18, 12, 14, 17, 19, 22, 28, 26, 24
Written assignment for part 2	25%	30	1.2	3, 5, 7, 10, 8, 18, 12, 14, 17, 19, 22, 28, 26, 24

Bibliography

The syllabus contains detailed bibliography for each lecture.

Basic readings for part 1:

Arzheimer, K.; Evans, G. and Lewis-Beck, M. (2017) The Sage Handbook of Electoral Behaviour. London: Sage.

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

Fisher, J.; Fieldhouse, E.; Franklin, M.N.; Gibson, R.; Cantijoch, M. and Wlezien, C. (eds) (2017) The Routledge Handbook of Elections, Voting Behavior and Public Opinion. Abingdon, Oxon: Routledge.

Bartels, L. M. (2008) "The Study of Electoral Behavior" (available online) 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:

Donsbach, Wolfgang and Michael W Traugott (2007), "The SAGE Handbook of Public Opinion Research", SAGE Publications Ltd
C. Glynn, S. Herbst, G. O'Keefe, R. Shapiro (1999), "Public Opinion" Westview Press.
J. Zaller (1992), "The Nature and Origins of Mass Opinion" Cambridge University Press.

Basic readings for part 3:

Given the miscellaneous nature of part 3, no basic readings are provided for it.