

Degree programme	Type	Course
Marketing	OP	1

Contact lecturer

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Teaching staff

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Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

Students enrolled in this course are expected to have a bachelor's degree 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

The course pursues two main objectives. First, it provides students with an advanced understanding of the key contemporary political issues that shape public opinion, political participation, and electoral behavior. Second, it explores how political actors, the media, and citizens interact with political communication. The course is intended for students who wish to deepen their understanding of the empirical analysis of political behavior while developing the skills required for advanced research or professional practice in the fields of political communication and electoral campaigns.

Learning outcomes

- CA08 (Develop persuasive and compelling messages for political campaigns using verbal and visual persuasion techniques.) Develop persuasive and compelling messages for political campaigns using verbal and visual persuasion techniques.
- CA09 (Adapt marketing strategies to be effective in the political arena, taking into account contextual and audience differences.) Adapt marketing strategies to be effective in the political arena, taking into

account contextual and audience differences.

- KA10 (Describe the different theories on the effects and consequences of political communication and its real impact in specific contexts and from a gender perspective.) Describe the different theories on the effects and consequences of political communication and its real impact in specific contexts and from a gender perspective.
- KA11 (Break down different market research approaches based on their suitability to address different types of socio-political questions.) Break down different market research approaches based on their suitability to address different types of socio-political questions.
- KA12 (Distinguish data sources for the study of socio-political problems.) Distinguish data sources for the study of socio-political problems.
- SA08 (Use theories of voting behaviour to analyse and predict voter behaviour in particular elections.) Use theories of voting behaviour to analyse and predict voter behaviour in particular elections.
- SA09 (Assess the impact of political communication on the formation of public opinion and on the behaviour of citizens in specific socio-political contexts.) Assess the impact of political communication on the formation of public opinion and on the behaviour of citizens in specific socio-political contexts.
- SA10 (Identify challenges and problems during socio-political surveys to ensure the validity and reliability of the results.) Identify challenges and problems during socio-political surveys to ensure the validity and reliability of the results.

Contents

Note that exact session content and/or order may vary until the start of the course.

Part I - Contemporary Political Issues and Public Opinion

1. Populism
2. Corruption
3. Public attitudes towards European integration
4. Voting in European elections
5. Climate politics
6. Participation beyond vote

Part II - Political Communication and Electoral Competition

7. Emotions in Politics
8. Political Campaigns, Political Marketing and News Media
9. Political Campaigns in the Digital Era
10. Political Consequences of Social Media
11. Automation, Artificial Intelligence and Political Behaviour
12. Political Leadership and Personalization

LANGUAGE:

The course is taught entirely in ENGLISH.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Group assignment	47	1.88	CA09, KA10, KA11, KA12, SA08, SA09, SA10
Reading	47	1.88	KA10, KA11, KA12, SA08, SA09, SA10
Keynote sessions	33.2	1.328	CA08, KA10, KA12, SA08, SA09, SA10
Presentation/discussion articles	25.8	1.032	KA10, KA12, SA08, SA09, SA10
Individual study	78	3.12	CA08, CA09, KA10, KA11, KA12

A typical session will include:

- A keynote session led by the instructor where the theoretical aspects of the session will be covered.
- Student presentations and discussion of the mandatory readings for the session
- Additional discussion of the session content.

All students are expected to read the mandatory seminar readings and prepare their contributions.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Group assignment	25	2.5	0.1	CA08, CA09, KA12, SA08, SA09, SA10
Active participation in class	10	7	0.28	KA10, KA11, KA12, SA08, SA09
Final exam	50	2.5	0.1	CA08, KA10, KA11, KA12, SA08, SA09
Oral presentation of compulsory readings	15	7	0.28	CA09, KA10, KA11, KA12, SA08, SA09, SA10

The continuous assessment is structured as follows:

- Oral presentation of compulsory readings (15%).
- Active participation in class (10%).
- Group work (25%).
- Final exam (50%).

In case of exam retakes, the same evaluation method described above will apply. Exam retakes will only be granted to students that have attended the first exam and have failed it.

IMPORTANT:

- A minimum score of 5 on the final examination is required to pass the course.
- A student will receive a "Non-assessable" grade if any of the following conditions is met:

a. the student does not take the final examination.

b. the student attends fewer than 80% of the classes.

c. the student does not participate in the group assignment AND does not give a presentation on the compulsory readings.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

Exams where there have been irregularities (e.g. plagiarism, unauthorized use of AI, etc.) cannot be retaken.

The unique evaluation system is not foreseen in this module.

Use of Artificial Intelligence (AI) technologies

For this module, the use of Artificial Intelligence (AI) technologies is restricted to support tasks such as searching for information and bibliographic sources, translating and linguistically correcting texts written by the student, and generating preliminary outlines or summaries, provided that these are subsequently reworked by the student. It is not permitted to use AI to write entire texts, develop main arguments, or produce answers in individual assessment activities (exams, essays, final papers, or other main learning evidence). The student must explicitly indicate which parts of the work have been generated or assisted by AI, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final result. Lack of transparency in the use of these technologies will be considered a breach of academic honesty and may result in partial or full penalties in the grading of the activity, or even more severe sanctions in serious cases.

Bibliography

The syllabus contains a detailed bibliography for each lecture.

Software

NA

Course groups and languages

The information provided is provisional until November 30. After this

date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE