

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230606	SEMESTER	6th
TITLE	Political Marketing		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to describe the basic terms of Political Marketing through communication and advertising, the management of persons and organizations interested in the science of Politics about the science of Marketing, to young students entering the field of science. It explains the functions and the relationship between the terms Political Marketing. Perceptually separates these 2 terms. It delimits every scientific field. It enables students to acquire the basic skills in the use of communication in political advertising, decision management, consulting science through the tactics and rules of political marketing to all categories of voters. It also aims to provide students with the appropriate knowledge in applications of real case studies of individuals and organizations related to political science as well as the advantages of Marketing consultants in communication and advertising in politics.</p> <p>Students after the course will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE - identify and define the categories of political ads - design political campaigns - describe the basic functions of political communications - identify the types of political ads and identify the basic types of voters according to each "market". The aim is to understand the terms and objectives of an effective advertising policy and the combination of the two major sciences, Marketing and Politics. To know all the parts of creating an advertising policy, to adopt communication methods, and to identify the communication benefits but also the communication errors. 2. UNDERSTANDING - distinguish the differences between voters by age, region, perception, etc. - to distinguish the importance of effective advertising policy and marketing policy - to explain and

evaluate the different categories of voters in advertising - to evaluate and distinguish key elements of the system of creating an advertising policy - to distinguish the services of the advertising policy in a "market" but also in the science of Political Marketing as well as to understand its basic structure.

3. APPLICATION- discover the practice of effective advertising and communication of Political Marketing and its functions in the targeted market of voters.

4. ANALYSIS - understand the common goal and the market in which they should analyze and be active in it through advertising and communication in the field of Political Marketing.

5. COMPOSITION - compose the ratings of political advertising and political Marketing and their departments, in an organization or candidate policy and respond to their diversity according to the "markets" and the data of each election and each region.

6. EVALUATION - evaluate the basic characteristics of the electoral systems - to evaluate the advantages offered by the previous elections through the case studies of the parties but also of the candidates in politics - to evaluate the function of the communicative parties and the candidates who are active electorally and in an advisory way as Advertisers and Communicators in the science of Political Marketing.

General Skills

- ✓ Search, analysis and synthesis of data and information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas

3. COURSE CONTENT

Theory

1. The political market and the appearance of the political consumer
2. What is Political Marketing?
3. The strategy of Political Marketing
 4. Understanding the market
5. The development of the product and the configuration of the brand
6. Internal Marketing: Marketing to volunteers and the party
7. Marketing communication and the Election Campaigns
8. Marketing during the period of governance
9. The transfer of World Knowledge

10. Political Marketing and Democracy
11. Monitoring and Analysis of Political Ads in Greece
12. Monitoring and Analyzing Case studies of Political Advertisements Worldwide
13. Communication-Body Language
14. Recurrence of Semester Funds

5. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	In class, Face to Face	
ICT USE	ICT	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Seminars - Two-way communication and reflection with real case studies	61
	Written Assignment	50
	TOTAL	150
ASSESSMENT	<p>The language of assessment is Greek and may be English for foreign students (students from exchange programs).</p> <p>As a formative method of assessment is the elaboration of assignments (due to the difficulty of the language because the courses are taught in Greek) for foreign students which they submit on intermediate dates of the semester.</p> <p>For students who are normally taught the course in the Greek language, the way of examination is multiple-choice and the writing of the thesis.</p> <p>Written or online tests at the end of the semester may be used as a Concluding Assessment, which may include multiple-choice questions.</p> <p>The final grade is the sum of the formative and concluding assessments of the students.</p> <p>The evaluation criteria have to do on the one hand in the final examination in achieving the Learning Outcomes described above. For each L.O. the grade is distinguished next to the question and is known to the students.</p> <p>After the grades are issued, students can come to the</p>	

	teacher's office to see their writing. All the assessment questions are only from the chapters taught by the students and there are no judgment questions. As a result, each student automatically knows, after the end of the course, the questions from the exam chapters and the correct answer.
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6. REFERENCES

<p><i>-Suggested bibliography:</i></p> <ul style="list-style-type: none">• Political Marketing, Principles and Applications, J.Lees-Marshment, University Studio Press Publications, ISBN 978-960-12-2144-1
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