

Study Programme: Journalism		
Course Unit Title: Political marketing		
Course Unit Code: 15ZUZU070		
Name of Lecturer(s): Associate Professor Jelena Kleut, PhD		
Type and Level of Studies: BA level		
Course Status (compulsory/elective): elective		
Semester (winter/summer): Winter		
Language of instruction: English		
Mode of course unit delivery (face-to-face/distance learning): face-to-face		
Number of ECTS Allocated: 3		
Prerequisites: None		
Course Aims: Acquiring knowledge on political marketing as a form of political communication which is realized through persuasive strategies and techniques, preparing students for the practical application of theoretical knowledge		
Learning Outcomes: Acquiring knowledge on political marketing, training students for their practical application in the performance of professional communicators in media organizations or specialized agencies for political marketing, understanding the role of journalism in political communication.		
Syllabus: Theoretical classes: Political communication and political marketing. The formation, development and theoretical basis of political marketing. Strategy and methodical principles of political marketing. Electoral and other political campaigns (functions, types, objectives, elements of the plan of the campaign). The phases of preparation and realization of the campaign. The techniques of political marketing. Evaluation of the effects of marketing activities. Political marketing and ethics. Political marketing and journalism. Critical evaluation of political marketing. Practical lessons: Workshops on political marketing in electoral and other political campaigns		
Required Reading: Matić, J. Televizija protiv birača: televizijska prezentacija kampanja za parlamentarne izbore u Srbiji 1990-2000. Beograd: Dobar naslov, 2007. Lutovac, Z. (ur.), Birači i apstinenti u Srbiji. Beograd: Fakultet političkih nauka – Friedrich Ebert Stiftung, Institut društvenih nauka, 2007. Slavujević, Z. Politički marketing, Beograd: Fakultet političkih nauka, 2007. Slavujević, Z. Izborne kampanje: pohod na birače . Beograd: Fakultet političkih nauka – Friedrich Ebert Stiftung, 2007. Zerfaß, A. Radojković, M. Menadžment političke komunikacije: osnove i koncept., Beograd: Fondacija Konrad Adenauer, Medijski program Jugoistočna Evropa, 2011		
Weekly Contact Hours:	Lectures: 2	Practical work: 2
Teaching Methods: Lectures; practical classes, case studies of political marketing electoral and other political campaigns; writing essays about the techniques of political marketing.		

Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Active class participation	5	written exam	
Practical work	10	oral exam	35
Preliminary exam(s)		
Seminar(s)	50		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.