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| Course title | **Political Marketing** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Culture and Media |
| Professor | Professor Dragana Novaković, PhD   |  | | --- | |  | |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | Lectures include the following topics: creation and development of political marketing, political communication, political advertising, political marketing, theory basis of political marketing, basic strategies and techniques of political marketing, preparation and implementation of political campaigns, critical evaluation of political marketing, creating a political image, defining the electorate, means of communication, contact with voters and media relations. |
| Learning outcomes | Students are introduced to the basic conceptual and theoretical framework of political marketing, techniques and methods of critical evaluation of campaigns and public presentations of political parties and politicians. Students will be trained for critical reflection and evaluation of political processes, especially those that are situated in the context of political adverting, public action and political communication. |
| Length | One semester |
| General information | To introduce students to basic concepts of political marketing, its development, strategies of political propaganda, techniques of political marketing, political campaign management, critical evaluation and effects of political marketing, political communication, voter definition, creating a political image, public speaking. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |