

<b>Title:</b>	<b>POLITICAL MARKETING</b>
<b>Lecture hours:</b>	15 h
<b>Study period: (summer/winter)</b>	Winter / summer
<b>Number of credits:</b>	4 ECTS credits
<b>Assessment methods:</b>	Presence and active participation in classes, familiarization with the content of the readings, engagement in discussion, students presentations. Student final evaluation: preparing the electoral campaign according to political marketing rules (oral exam)
<b>Language of instruction:</b>	English - Knowledge of English at intermediate level (B1)
<b>Prerequisites:</b>	none
<b>Course content:</b>	<ol style="list-style-type: none"> <li>1. Induction meeting (schedule, timetable, assessment criteria, prerequisites).</li> <li>2. Nature and the beginning of political marketing.</li> <li>3. Campaigns and elections (in American style?).</li> <li>4. Political and electoral marketing strategies.</li> <li>5. Verbal and nonverbal communication.</li> <li>6. Political marketing in practice.</li> <li>7. Students final presentation: the electoral campaign in accordance with the political marketing rules.</li> </ol>
<b>Learning outcomes:</b>	Students learn the theory of marketing strategies and practical possibilities of using the knowledge from this field in political market conditions. They understand the methods and techniques influencing individuals and community in the context of achieving main political goals. They define verbal and nonverbal communication and its meaning in politics. They can effectively prepare the electoral campaign according to political marketing rules.
<b>Name of lecturer:</b>	Izabela Kapsa, PhD
<b>Contact (email address):</b>	izabela.kapsa@ukw.edu.pl
<b>Literature:</b>	<ol style="list-style-type: none"> <li>1. Darren G. Lilleker, Jennifer Lees-Marshment, Political Marketing: A Comparative Perspective, Manchester University Press 2005.</li> <li>2. J. Lees Marshment, Political marketing. Principles and Applications, Routledge, 2009.</li> <li>3. Wayne P. Steger, Sean Q. Kelly, Mark Wrighton, Campaigns and political marketing, Routledge 2006.</li> <li>4. James Thurber, Candice Nelson, Campaign and elections. American style, Westview Press 2013.</li> <li>5. Walter Wymer, Jennifer Lees Marshment, Current issues in political marketing, Routledge 2006.</li> <li>6. Journal of political marketing.</li> <li>7. Websites on political marketing.</li> </ol>

