

## Electoral campaign strategies

Academic Year: ( 2023 / 2024 )

Review date: 03-04-2023

Department assigned to the subject: Social Sciences Department

Coordinating teacher: SIMON COSANO, PABLO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester :

## OBJECTIVES

- To possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
- That students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study
- That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments
- That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.
- That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
- Ability to interpret and integrate information from the political and social environment in order to be able to perform analysis effectively from incomplete information contexts.
- Ability to apply in a practical way to the phenomena of current political and social theoretical and methodological knowledge specialized in the discipline.
- Ability to adequately convey in the analyzes the uncertainty inherent to political and social phenomena
- Ability to elaborate and communicate political analysis in a clear manner and present it to both specialized and non-specialized publics.
- Ability to demonstrate critical sense in the analytical arguments of both themselves and others.
- Ability to analytically and professionally apply the latest advanced theories on the behavior of public opinion and new political and social phenomena.
- Ability to propose strategies and action plans to political parties both in political and electoral competition and in government.

## LEARNING RESULTS THAT THE STUDENT ACQUIRES

- Acquisition of analytical tools to interpret the advantages and disadvantages of the various institutional designs.
- Knowledge of the different types of electoral campaigns
- Study of the reasons for opting for certain political strategies and assessing their adaptation to different national contexts and electoral realities.
- Acquisition of analytical tools to interpret the impact of partisan tactics on public opinion and electoral behavior.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. The electoral campaigns: how they work and what effect they have.
2. Comparative study of the different campaign modalities.
3. The development of the campaigns: objective, design, logistics and implementation.
4. Analysis of specific electoral campaigns in Spain and Latin America

## LEARNING ACTIVITIES AND METHODOLOGY

Format of the classes: 2h master class / 1 case study + work direction

TEACHING METHODOLOGIES that will be used in this subject

- Exhibitions in the teacher's class with support of computer and audiovisual media, in which the main

- concepts of the subject are developed and the bibliography is provided to complement the students' learning.
- Critical reading of texts recommended by the teacher of the subject: Press articles, reports, manuals and / or academic articles, either for further discussion in class, or to expand and consolidate the knowledge of the subject.
  - Resolution of practical cases, problems, etc. ¿posed by the teacher individually or in groups
  - Exhibition and discussion in class, under the teacher's moderation of topics related to the content of the subject, as well as case studies
  - Preparation of papers and reports individually or in groups

#### ASSESSMENT SYSTEM

- Participation in class 15%
- Individual or group presentations 10%
- Individual or group work carried out during the course 75%

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

#### BASIC BIBLIOGRAPHY

- Jaime Durán Barba, Santiago Nieto Jaime Durán Barba, Santiago Nieto, Debate, 2010
- Jorge Santiago Barnés. Comunicación en Campaña. Dirección de campañas electorales y marketing político, Pearson, 2014
- Luis Arroyo El poder político en escena, RBA, 2012
- María José Canel Comunicación Política: Una guía para su estudio y práctica, Tecnos, 2006
- Philippe J. Maarek Campaign Communication and Political Marketing, Wiley Blackwell, 2011

#### ADDITIONAL BIBLIOGRAPHY

- Antoni Gutiérrez-Rubí Política Vigilada, Editorial UOC, 2011
- Joseph Napolitan 100 cosas que he aprendido en 30 años de trabajo como asesor de campañas electorales, Ponencia presentada en la 19 Conferencia anual de la Asociación Internacional de Asesores Políticos , 1986
- Lawrence Freeman Estrategia, La esfera de los libros, 2016