



DENOMINACIÓN ASIGNATURA : ASESORAMINETO Y CONSULTORÍA POLÍTICA			
GRADO:	CIENCIAS POLÍTICAS	CURSO: 3º	CUATRIMESTRE: 2º

SE- SIÓN	FECHA (DÍA INICIAL DE LA SEMANA/ MES)	DESCRIPCIÓN DEL CONTENIDO DE LA SESIÓN	TIPO (MARCAR CON UNA X)				TRABAJO DEL ALUMNO DURANTE LA SEMANA		
			TEORÍA	PRÁCTICAS	LABORATORIO	Indicar Laboratorio donde se impartirá	DESCRIPCIÓN	HORAS PRESENCIALES	HORAS TRABAJO Semana Máximo 7 H
1	1	Introduction: the professor will introduce the course, the work plan, methods of evaluation and the main objectives of the course.	X					1,5	4
2	1	1. Political consulting as a profession. 1.1 The role of the political consultant		X			Students must be able to familiarize themselves with the course program and syllabus	1,5	
3	2	1.2 Tools, techniques, sources and documentation	X				Reading lecture 1: Research methods Organization chart and functional structure Searching sources	1,5	5
4	2	1.3. Working scenarios and creating working teams		X				1,5	
5	3	Working group dynamics applied to lecture 1. Searching sources and document archives. Presentation of the work developed during the first weeks	X				Reading lecture 2. Political discourses: Students must be able to familiarize themselves with the following contexts: XX century- USA history- the rise of fascisms	1,5	5
6	3	2.1. Historical introduction to the concept of political marketing. From Roosevelt to Obama.		X			Reading lecture 2. Political discourses: Students must be able to familiarize themselves with the following contexts: XX century- USA history- the rise of fascisms	1,5	

7	4	2.2. Institutional communication (internal and external)	X				Reading lecture 2. Specialized Journal articles.	1,5	
8	4	2.3. Communication and crisis management		X			Reading lecture 2. Case studies	1,5	6
9	5	3.1. Types of discourse	X				Reading lecture 3. Political discourses . Content analysis	1,5	
10	5	3.2. Political context and discourse		X			Reading lecture 3. Political discourses and specialized articles.	1,5	5
11	6	3.3. Media, audience, y discourse	X					1,5	
12	6	Section on discourse. Case study		X			Press Reading lecture 3.	1,5	6
13	7						Press reading, and video/radio analysis , lecture 3	1,5	
14	7	Media and audience analysis of the political discourse	X				Video and press analysis, lecture 3	1,5	5
15	8	3.4 Leadership types and decision making process	X				Reading lecture 3	1,5	
16	8	Section on decision making process		X			Reading lecture 3	1,5	6
17	9	4.1. Political parties	X				Reading specialized articles, lecture 4. Exercises of lectures 1, 2 and 3.	1,5	
18	9	Exercises of lectures 1, 2 and 3.		X				1,5	4
19	10	4.2. The government	X				Complementary documentation of lecture 4	1,5	
20	10	Audiovisual projection		X			Reading lecture 4	1,5	5
21	11	4.3. The parliament	X				Complementary documentation of lecture 4	1,5	
22	11	Case study: government vs opposition debate		X			Reading lecture 4	1,5	5

23	12	5.1. Pre-campaign: electoral arena and candidates	X				Reading and audio-visual documentation lecture 5	1,5	5	
24	12	Section on electoral campaign analysis (1)		X				1,5		
25	13	5.2. Electoral campaign: polls, agenda and political convoy	X				Reading journal articles and analysis of radio, press and spots. Lecture 5	1,5	4	
26	13	Section on campaign planning: a case study (2)		X			Reading lecture 5	1,5		
27	14	5.3. Results analysis	X					1,5	3	
28	14	Lectures' review		X			Organizing the archive	1,5		
29								1,5		
30								1,5		
31								1,5		
32								1,5		
48 + 62 =110										
		Recuperaciones, tutorías, entrega de trabajos, etc					Time for preparing the final examn		37	
		Preparación de evaluación y evaluación						3		
150										