

**COURSE: Politics and Comunicación**

**DEGREE: Dual Bachelor in Political Science and Sociology**

**YEAR: 2020/2021**

**TERM: 1**

**WEEKLY PLANNING**

WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESSION (computer classroom, audio visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	Political Communication: General Topics (I)	X				1,5	6,5
	2	Developing a Plan for Communication		X		First Decisions	1,5	
2	3	Political Communication: General Topics (II)	X			Reading	1,5	6,5
	4	Developing a Plan for Communication		X		Supermarkets and political communication	1,5	
3	5	Media, Media System, and Political System (I)	X				1,5	6,5
	6	Developing a Plan for Communication		X		Strategic Analysis	1,5	
4	7	Media, Media System, and Political System (II)	X			Reading	1,5	6,5
	8	Developing a Plan for Communication		X		Case Study	1,5	
5	9	Political Behaviour and Political Communication (I)	X				1,5	6,5
	10	Developing a Plan for Communication		X		Strategy Formulation: Objectives	1,5	
6	11	Political Behaviour and Political Communication (II)	X			Reading	1,5	6,5
	12	Developing a Plan for Communication		X		Target Audiences	1,5	
7	13	Emotional Choice and Rational Choice (I)	X				1,5	6,5
	14	Developing a Plan for Communication		X		Case Study	1,5	

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			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
8	15	Emotional Choice and Rational Choice (II)	X			Reading	1,5	6,5
	16	Developing a Plan for Communication		X		Trait concepts	1,5	
9	17	Political Language and Political Reality (I)	X				1,5	6,5
	18	Developing a Plan for Communication		X		Messages	1,5	
10	19	Political Language and Political Reality (II)	X			Reading	1,5	6,5
	20	Developing a Plan for Communication		X		Case Study	1,5	
11	21	Permanent Campaign (I)	X				1,5	6,5
	22	Developing a Plan for Communication		X		Case Study	1,5	
12	23	Permanent Campaign (II)	X			Reading	1,5	6,5
	24	Developing a Plan for Communication		X		Action Plan	1,5	
13	25	Political Campaign (I)	X				1,5	6,5
	26	Developing a Plan for Communication		X		Performance and control	1,5	
14	27	Political Campaign (II)	X			Reading	1,5	6,5
	28	Developing a Plan for Communication		X		Presentation	1,5	
<b>Subtotal 1</b>							<b>42</b>	<b>91</b>
<b>Total 1 (Hours of class plus student homework)</b>							<b>133</b>	
15		Tutorials, handing in, etc					3,6	-
16	17	Assessment					3	10
18								
<b>Subtotal 2</b>							<b>6,6</b>	<b>10</b>
<b>Total 2 (Hours of class plus student homework)</b>							<b>17</b>	

**WEEKLY PLANNING**

W E E K	S E S I O N	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESION (computer classroom, audio visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS
								(Max. Estim. 6,5h)
<b>TOTAL ( <i>Maximun 150 horas</i> )</b>						<b>150</b>		