



Course Specification

Name: Political Communication Code: PRA ٢٠٧	Program: Public Relations & Advertising Level: Second Semester: First Semester/Second Semester
Public Relations & Advertising	Studying Units: (٣) Theoretical (٣) –Practical (-)

● Intended Learning Outcomes (ILOs)

a. Information and Concepts:

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| A/١ Identify the definition of political communication process | A/٢ Identify the basic elements of political communication |
| A/٣ Learn about the important theories in political communication | A/٤ Summarize the types of political communication |
| A/٥ Learn the functions of political communication new media (social media) | A/٦ Learn about political communication in new media (social media) |
| A/٧ Describe the stages of planning for election campaigns and their functions | A/٨ Learn about the electoral symbols and their functions |
| A/٩ Learn about the electoral slogans and their functions international electoral campaigns | A/١٠ Explain models of local and international electoral campaigns |
| A/١١ Learn about latest marketing strategies of governments and organizations | A/١٢ Define latest marketing tools of political parties |
| A/١٣ Learn how to manage the government's image and its political communication | |

b. Intellectual skills

- B/١ Be able to conclude the main factors of the success of political communication
- B/٢ Distinguish between the functions of political communication
- B/٣ Distinguish the differences between the theories of political communication
- B/٤ Analyze the environment of political communication and the relationship between communication and the political process
- B/٥ Distinguish between the types of political communication
- B/٦ Explain the importance of planning for electoral campaigns
- B/٧ Analyze the symbols and slogans of electoral campaigns
- B/٨ Analyze models of electoral campaigns
- B/٩ Explain the criteria of government image management and its relationship with the political communication

c. Professional and practical skills concerned to the course

- C/١ Apply modern thinking in the evaluation of electoral campaigns
- C/٢ Hold scientific research to analyze the tools and methods of marketing electoral campaigns including modern and traditional tools
- C/٣ Prepare presentations on the government image management and its relationship to political communication
- C/٤ Apply government and organization marketing

d. General and transferable skills

- D/١ Team work
- D/٢ Discuss electoral campaigns and compare between them
- D/٣ Present a report on one electoral campaign
- D/٤ Use the internet and master the skills of research on topics related to political communication

Course Content:

- e/١ The concept, definition, and development of political communication
- e/٢ The main elements of the political communication process
- e/٣ The theories of political communication
- e/٤ The theories of political communication
- e/٥ The environment of political communication and the relationship between communication and politics
- e/٦ The objectives of political communication
- e/٧ Mid-term exam
- e/٨ Types of political communication
- e/٩ Functions of political communication
- e/١٠ Political Communication in new media
- e/١١ Marketing & Political Communication for governments, organizations and political parties
- e/١٢ Management of political communication in electoral campaigns

e/1³ Application of political communication in models of electoral campaigns
e/1⁴ Political communication and government image management
e/1⁵ Final Exam

Teaching and learning methods:

1- Theoretical Lectures 2- Case study 3- Brainstorming 4- Self Learning 5- Discussions 6- Working in groups 7- e-learning

Student assessment methods:

f/1 Written mid-term exam
f/2 Assignments & researches to assess the student's research abilities
f/3 Discussion & participation
f/4 Written Final Exam