



Universidad
Católica de
Valencia
San Vicente Mártir



Teaching Guide DIRECTION AND COMMUNICATION MANAGEMENT
AND POLITICAL-ELECTORAL MARKETING

TEACHING GUIDE

**Direction and Communication management
and political-electoral marketing**

Course 2023-2024



COURSE TEACHING GUIDE

		ECTS
SUBJECT: Direction and Communication management and political-electoral marketing		12
Module: Communication and political-electoral Marketing		12
Training Type: MANDATORY	Course: 1º Semester: 2º	
Faculty:	Department:	
<p>Silvia Moya Rozalén (Subject Coordinator)</p> <p>TEACHERS</p> <p>Dra. Silvia Moya Rozalén</p> <p>Dra. Carola Minguet</p> <p>D. Javier Arenas</p> <p>EXTERNAL TEACHERS</p> <p>Dra. Diana Rubio</p> <p>Dr. Vicente Vidal Climent</p> <p>LECTORS</p> <p>Dra. Ami Bondia</p> <p>D. Ignacio Martín Granados</p> <p>Dª Belén Bordils</p> <p>Dª Belén Gimeno</p>	<p>E-mail: silvia.moya@ucv.es</p>	



D. Javier García	
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SUBJECT ORGANIZATION

Direction and Communication management and political-electoral marketing				Nº ECTS 12	
Duration and temporary location within the study plan: It is framed in the module "Communication and Political-Electoral Marketing", which contains a single subject (offered in the first semester), called "Direction and management of Communication and Political-Electoral Marketing", and a single subject of the same name, consisting of 12 ECTS.					
Subjects					
Subject	ECTS	SUBJECTS	ECTS	Course/ semester	
Direction and Communication management and political-electoral marketing	12	Direction and management of Communication and Political-Electoral Marketing	12	1/2	
COURSE TEACHING / COURSE GUIDE: Direction and Communication management and political-electoral marketing					



BASIC AND GENERIC COMPETENCES	Weighting of competition			
	1	2	3	4
CB6 - 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.		X		
CB7 - Students can apply their acquired knowledge and ability to solve problems in new or unfamiliar environments within broader contexts (or multidisciplinary) related to their field of study.		X		
CB8 - Students are able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - Students can communicate their conclusions and the knowledge and rationale underpinning public skilled and unskilled in a clear and unambiguous.			X	
CB10 - That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.				X
CG3 – Resolve conflicts in new and multidisciplinary environments related to communication and marketing management.			X	
CG4 - Clearly communicate conclusions and debate with specialized and non-specialized audiences on topics of interest and current events related to communication and marketing.				X



SPECIFIC COMPETENCES	Weighting of competition			
	1	2	3	4
CE12- Know the organization, development and evaluation techniques that can be carried out in the development of electoral campaigns.			X	
CE16- Being able to internalize and publicly debate a critical judgment on the role of the laboratories of political party ideas and their implementation in electoral programs.			X	
CE18- Know the organization and management protocols of corporate events of an institutional nature and in political-electoral contexts.			X	

LEARNING OUTCOMES	COMPETENCES
R-1 Know the techniques and tools of political consulting.	B(7,9,10) G(3) E(12)
R-2 Analyze political leadership strategies.	B(6,7) G(4) E(12)
R-3 Know the electoral loyalty strategies.	B(8) G(4) E(12)
R-4 Understand the role and springs of effective communication and the value of non-verbal communication in political discourse.	B(7,9) G(4) E(16,18)
R-5 Know the production and development routines of an electoral campaign	B(7,9) G(3) E(12)
R-6 Know the specificities of strategic communication planning in political-electoral contexts.	B(6,9) G(3,4) E(12,16,18)
R-7 Know the specific protocols of organization and management of corporate events in political-electoral contexts.	B(7) G(3) E(18)



R-8 Know the electoral financing alternatives.	B(6,7,8) G(3,4) E(16)
R-9 Reflect on the role of the laboratories of political ideas and their implementation in electoral programs.	B(6,8) G(4) E(16)

PRESENIAL WORK TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS ¹
CLASS ATTENDANCE	Presentation of content by the teacher, analysis of competences, explanation and demonstration of abilities, skills and knowledge in the classroom.	R1, R2, R3, R4, R5, R6, R7, R8, R9	3,2
SEMINAR AND SYNCHRONOUS VIRTUAL VIDEO CONFERENCE	Monographic sessions throughout the course, oriented to current aspects and applications of the subject	R2, R3, R9,	0,8
Total			(4)

¹ The subject and / or matter is organized in PRESENIAL WORK TRAINING ACTIVITIES and IN THE STUDENT'S SELF-EMPLOYED TRAINING ACTIVITIES, with an estimated percentage in ECTS. An adequate distribution is as follows: 20% for the Classroom Training Activities and 80% for the Autonomous Work, tutoring and evaluation (For a subject of 6 ECTS: 2 and 4 respectively).



SELF-EMPLOYED TRAINING ACTIVITIES FOR STUDENTS			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS
INDIVIDUAL WORK	Student study: Individual preparation of readings, essays, problem solving and text analysis, seminars, papers, memories, etc. to expose or deliver in theory classes, practical classes and / or small group tutoring.	R1, R2, R3, R4, R5, R6	6
TUTORSHIPS	Personalized and small group attention. Instruction and / or orientation period carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, work, etc.	R1, R2, R3, R4, R5, R6, R7	1
EVALUATION	Set of oral and / or written tests used in the initial, formative or additive evaluation of the student.	R1, R2, R3, R4, R5, R6,	1
Total			(8)



ASSESSMENT SYSTEM FOR THE ACQUISITION OF COMPETENCES AND GRADING SYSTEM		
Assessment instrument	EVALUATED LEARNING OUTCOMES	Percentage awarded
Carrying out theoretical / practical activities	R1,R2,R3,R4,R5,R6,R7,R8,R9	10%
Final face-to-face exam	R1,R2,R3,R4,R5,R6,R7,R8,R9	40%
Attendance and participation	R1,R2,R3,R4,R5,R6,R7,R8,R9	10%
Carrying out objective tests in face-to-face sessions	R1,R2,R3,R4,R5,R6,R7,R8,R9	10%
Participation in discussion forums	R1,R2,R3,R4,R5,R6,R7,R8,R9	5%
Participation in synchronous communication activities	R1,R2,R3,R4,R5,	5%
Carrying out objective tests in telematic format	R1,R2,R3,R4,R5,R6,R7,R8,R9	5%
Deliverable activities	R1,R2,R3,R4,R5,R6,R7,R8,R9	15%
Criteria for granting Distinction: 1 for every 30 students or fraction of 30.		
DESCRIPTION OF CONTENTS		COMPETENCES
<ol style="list-style-type: none"> 1. Political consulting: techniques and tools <ol style="list-style-type: none"> 1.1 The candidate: political leadership strategies 1.2 The electorate: loyalty strategies 1.3 Training of spokespersons 1.4 Verbal and non-verbal communication 2. Planning and conducting electoral campaigns <ol style="list-style-type: none"> 2.1 Pre-campaign, campaign and post-campaign: ideas laboratory. 2.2 Team, media and time management. 2.3 Electoral financing 2.4 Permanent Campaign. 3. Conception, development and specificities of the communication and marketing plan in political-electoral contexts. 4. Protocol and events: organization and development of corporate events in political-electoral contexts. 		<p>B (6,7,8,9,10) G (3,4) E (12,16,18)</p>



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TEMPORARY LEARNING ORGANIZATION:

	CONTENT BLOCK / DIDACTIC UNIT	NUMBER OF SESSIONS
1	1. Consultoría política: técnicas y herramientas 1.1 The candidate: political leadership strategies 1.2 The electorate: loyalty strategies 1.3 Training of spokespersons 1.4 Verbal and non-verbal communication	4
2	2. Planning and conducting electoral campaigns 2.1 Pre-campaign, campaign and post-campaign: ideas laboratory. 2.2 Team, media and time management. 2.3 Electoral financing 2.4 Permanent Campaign.	3
3	3. Conception, development and specificities of the communication and marketing plan in political-electoral contexts.	3
4	4. Protocol and events: organization and development of corporate events in political-electoral contexts.	2