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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Basic studies in communication and PR** |
| Study Module (if applicable) |  |
| Course title | Political communication |
| Level of study | x☐Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | x☐ Obligatory ☐ Elective |
| Semester  |  ☐ Autumn x☐Spring |
| Year of study  | fourth |
| Number of ECTS allocated | ESPB-8 |
| Name of lecturer/lecturers | Zoran B. Jevtović |
| Teaching mode |  x☐Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work x☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *To introduce students with the basic elements of political marketing, its development, strategic techniques of political marketing, leading of political campaign, critical evaluation and effects, political communication, public performance of politicians...* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **The development of political marketing, political communication, political propaganda, and conflicts, political marketing, the basic strategies and techniques of political marketing, creating of political image, the way of communication, contacts with voters, and relations with Media** |
| **LANGUAGE OF INSTRUCTION** |
| x☐Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** | **20** | **Oral examination** | **40** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |