

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Politično trženje in komuniciranje
Course title: Political Marketing and Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (UN), prva stopnja / Social management (BSc), first level	/	2.,3.	4.,6.

Vrsta predmeta / Course type Izbirni/Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	0	40	0	0	120	6

Nosilec predmeta / Lecturer: prof. dr. Mateja Rek / Professor Mateja Rek, Ph.D

Jeziki / Languages:
Predavanja / Lectures: Slovensko / Slovenian, Angleško / English
Vaje / Tutorial: Slovensko / Slovenian, Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za vključitev v delo je vpis v 2. letnik študija.

Študent/študentka mora pred pristopom k izpitu izdelati projektno nalogo.

Prerequisites:

Enrollment in the second year of study programme.

Before taking the exam students must successfully submit seminar assignment.

Vsebina:

Učna enota se sestoji iz:

- Značilnosti in akterji političnega komuniciranja v sodobni družbi
- Politični procesi in politično komuniciranje
- Politično trženje kot element političnega komuniciranja
- Glavni pristopi v političnem trženju
- Pojavne oblike političnega trženja: študije primera

Content (Syllabus outline):

The unit consists of:

- Characteristics and people involved in political communication in modern society
- Political processes and political communication
- Political marketing as an element of political communication
- The main principles in political marketing
- Forms of political marketing: case studies

Temeljni literatura in viri / Readings:

- Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman (2015): *Political Marketing: Theoretical and Strategic Foundations*. Routledge.
- Brian McNair (2016): *An Introduction to Political Communication (Communication and Society)*. Routledge.
- Ian Dodson (2016): *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons.
- Kate Kenski, Kathleen Hall Jamieson (2017): *The Oxford Handbook of Political Communication*. Oxford University Press.
- Vreg, F. (2000): *Politično komuniciranje in prepričevanje*. Ljubljana: FDV.

Cilji in kompetence:

- poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize;
- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- fleksibilnost in prilagodljivost, tj. sposobnost delovanja v večkulturnem okolju;
- sposobnost navezovanja stikov v večkulturnem okolju in komuniciranja z akterji iz različnih kulturnih okolij;

Objectives and competences:

- understanding of cultural and social processes and their ability for complex analysis;
- ability to formulate original ideas, concepts and solutions of certain problems;
- strategic orientation, i.e. the ability to anticipate future events deriving from the cultural dynamics, the ability to provide solutions to prevent their negative consequences;
- development of communication skills to communicate with different environments;
- flexibility and adaptability, i.e. ability to work in a multicultural environment;
- ability to connect in a multicultural environment and to communicate with people from different cultural backgrounds;
- ability of anticipation and solving problems arising from cultural differences;

- sposobnost anticipacije in reševanje problemov, ki izhajajo iz medkulturnih razlik;
- sposobnost razumevanja in obvladovanja medkulturnih informacij;
- razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih;
- sposobnost kulturne empatije, tj. razumevanja idej, vrednot in mišljenjskih vzorcev iz različnih kulturnih okolij.

- ability to understand and manage cross-cultural information;
- understanding the relationships between individuals and groups from different cultural environments;
- ability of cultural understanding, i.e. understanding ideas, values, and cognitive patterns from different cultural backgrounds.

Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij političnega trženja in komuniciranja;
- pozna in uporablja osnovne metode in tehnike političnega trženja in komuniciranja;
- izvede študijo primera in primerjalno študijo primera;
- je sposoben uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij političnega trženja in komuniciranja;
- zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer;
- reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

Intended learning outcomes:

Students:

- in connection with other subjects know and understand the principles and basic concepts of political marketing and communication;
- know and use the basic methods and techniques of political marketing and communication;
- analyse a case study and comparative case study;
- are able to use their theoretical and methodological knowledge to solve practical problems in the field of political marketing and communication;
- take a standpoint to key ethical questions in the research process and critically assess an actual example;
- reflect and critically evaluate the suitability of a certain approach to solve an actual problem.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Samostojno delo (pregled literature, priprava seminarske naloge).

Learning and teaching methods:

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises);
- Use of online classroom or other contemporary ICT tools;
- Individual work (individual literature study, assignment preparation).

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • Pisni/ustni izpit • Projektna naloga Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	80% 20%	Types: <ul style="list-style-type: none"> • Written/oral exam • Individual assignment with written report Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

Rek, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press, 2019.

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

GORJUP, Nina, REK, Mateja. *Mala in mikro podjetja v vrtincu promocijskih naporov*. 1. izd. Ljubljana: Vega, 2016.

GORJUP, Nina, REK, Mateja. *Odnos do promocije v poslovno uspešnih malih in mikro podjetjih*. 1. izd. Ljubljana: Vega, 2016.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, Feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, OZVATIC, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48.

MAKAROVIČ, Matej, PRIJON, Lea, REK, Mateja, TOMŠIČ, Matevž. The Strength of Pro-European consensus among Slovenian political elites. *Historical social research*, ISSN 0172-6404, 2016, vol. 41, no. 4, str. 195-213.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135, ilustr. <http://www.iass.com/pdf/IIASS-2016-no3-art7.pdf>, doi: [10.12959/issn.1855-0541.IIASS-2016-no3-art7](https://doi.org/10.12959/issn.1855-0541.IIASS-2016-no3-art7).

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.