

MASTER

March 2019 – March 2020

Political
Marketing



OVERVIEW



Working in the modern political climate has never before required so many professional competencies.

Playing an active role in an electoral campaign and writing political pieces on a daily basis are activities that without specific training and the mastery, run the risk being unproductive. In such a framework, the Master in Political Marketing

has been designed to enable all those who wish to be, or already are, involved in these labours, the opportunity to acquire operational knowledge and best practices that will aid them in contributing to campaign efforts.



When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.

Bobby Jacobs - India

KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formula: part-time



Tuition fee € 4.500



International classes



Scholarships: up to 30% of the tuition fee

COURSE CONTENTS

Political-electoral marketing

- Strategy
- Market research for politics
- Segmentation, targeting and positioning for politics
- Political-Electoral marketing mix
- Marketing 2.0 and 3.0 for politics

Web and social media for politics

- Web and Social Media campaign planning, implementation and control for politics
- Using Facebook, Twitter, LinkedIn and Google+ for political communication
- Political blogging
- Emailing techniques

Public speaking

- Verbal and Non-verbal communication
- Feedback effectiveness
- Active listening
- Steps for an effective public presentation

Political press office

- Political journalism
- The Press Office
- The planning of activities
- Implementing actions and monitoring results.

Organising events

- Choice and ideation of the most suitable event in order to reach objectives
- Project definition • Budget definition through the evaluation of economic aspects
- Promotion: online through social media and offline through traditional media
- Practical organization of the event.

The electoral system and its specificity

- Plurality systems
- Majority systems
- Proportional systems
- Mixed systems

Political-electoral research and surveys

- Pre-election polls
- Candidate and party campaign analyses
- Leader and political party positioning analyses
- Campaign impact evaluation
- Election projections and post-election surveys

Leadership for politics

- Interpersonal influence
- Leadership styles
- The techniques

Spin doctoring

- Role and activity evolution
- Strategies and techniques
- Excellency cases

Fundraising for politics

- Fundraising techniques and tactics
- Fundraising patterns
- The management of the relationship with donors
- Budgeting and staffing models
- Effective and ethical profiles
- Phone banking, canvassing and special events

Electoral campaign management

- Traditional vs digital campaigns
- Human resources management and organisation for an electoral campaign
- The thematic campaign
- Territorial campaign
- Cases studies
- International excellency cases
- Successful experiences and best practices on a global scale.

INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Political Marketing includes:



Multicultural environment

Students from over 140 countries of the world Intercultural exchange as a source of personal development



World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



“The programme was what I really needed in today’s market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality”.

Jean Chrysostome - Rwanda

BENEFITS



Career services

- o Free CV Review and its inclusion in the Rome Business School's database
- o Support in the management of job interviews
- o Networking meetings and a personalised search and flagging service for the best job opportunities

Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

Learning materials

Slides, text books, case studies, articles, videos, and useful internet links.

The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.



Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- o Follow lectures with full video and audio
- o Interact in real time in audio and video with the teachers and the other attendees
- o Collaborate and share documentation
- o Watch the recording of the lectures whenever you want



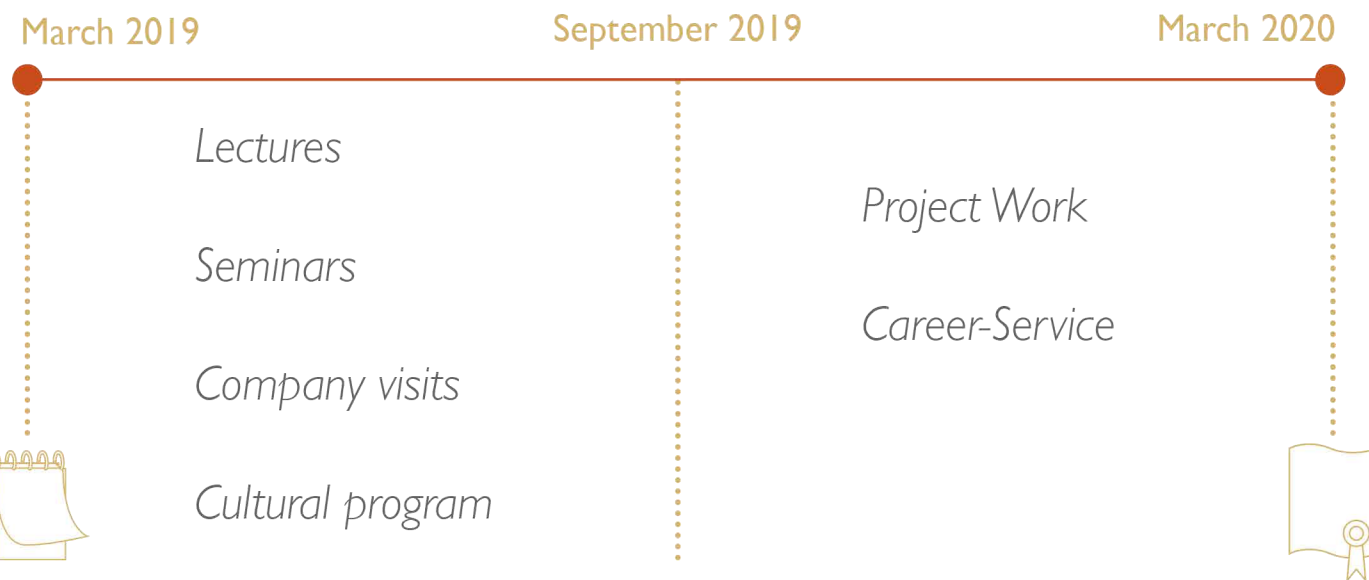
"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".

Gulnaz Sharipova - Russia

GENERAL LEARNING STRUCTURE

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



Attendance fees

€ 4.500

Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.

HOW TO APPLY

ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year degree
- be fluent in the English language

Fill out the online application form at www.romebusinessschool.it/en/apply-now or email your application to admissions@romebusinessschool.it

This should include:



your curriculum vitæ



a motivational letter
indicating why you wish to enrol,



your expectations and your professional objectives
(no more than 200 words)

ADMISSION PROCESS



Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



Interview (either in person or online)

All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



Application outcome

We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.



ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



Some of the partners, clients and companies involved



BVLGARI



FENDI
ROMA



UniCredit



L'ORÉAL
PARIS



...and many more

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