

# Postgraduate Diploma Strategy and Electoral Campaign





## Postgraduate Diploma Strategy and Electoral Campaign

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-strategy-electoral-campaign](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-strategy-electoral-campaign)

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01

# Introduction

For journalists working in Political Communications, it is crucial to have a deep knowledge of all those methodologies and techniques that are effective in running a successful electoral campaign. In that vein, this prestigious TECH academic plan is an intensive program that prepares students to face challenges and business decisions in the field of election campaign strategy. Its main objective is to promote personal and professional growth that will help you achieve success.





“

*Update your knowledge of political communication strategies and enhance your professional profile”*

The content of this Postgraduate Diploma in Election Campaign Strategy is designed to promote the development of professional journalist skills to enable more rigorous decision-making in uncertain environments.

Throughout this training, journalists will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with communication strategies for a good electoral campaign and is designed to train true communicators who understand the political world from a strategic, international and innovative perspective.

A plan designed to achieve an exponential improvement in the student, focused on excellence in their professional practice and that prepares them to achieve success in their daily practice in the field of communication and Political Marketing. A program that understands the academic needs of the professional and provides innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty. A perfect cocktail that will provide the student with the skills to solve critical situations in a creative and efficient way.

This **Postgraduate Diploma in Strategy and Electoral Campaign** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ♦ The development of case studies presented by experts in journalism and political communication
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ New developments in Political Communication
- ♦ Practical exercises where a self-assessment process is carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Journalism and Political Communication
- ♦ The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Political Communication
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*You will learn from the best professionals in the industry and acquire a range of skills that will enhance the value of your resume”*

“ *A program designed with you in mind, focused on your needs and designed for academic excellence* ”

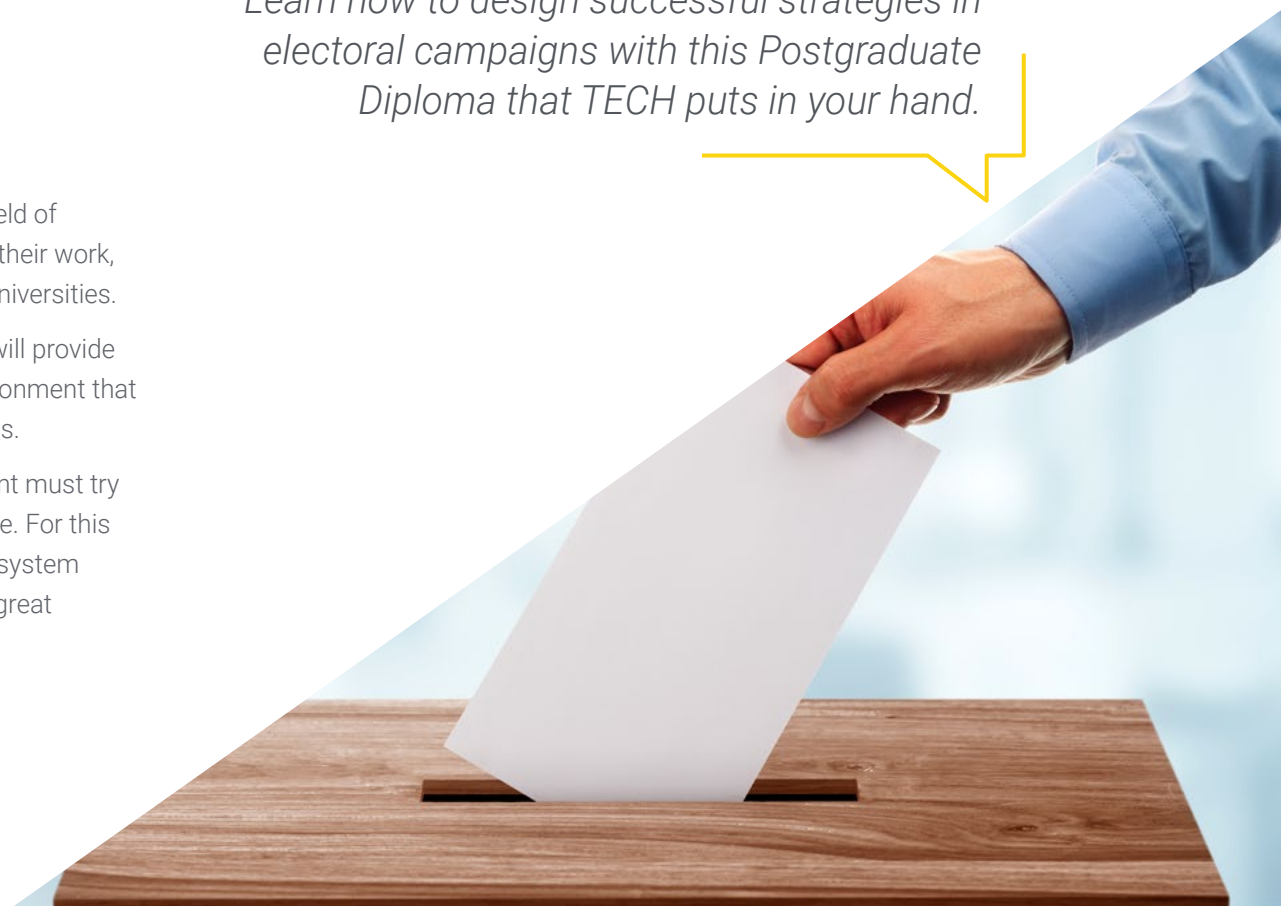
*You will become a true expert in Strategies and Electoral Campaigns by taking this Postgraduate Diploma in TECH.*

*Learn how to design successful strategies in electoral campaigns with this Postgraduate Diploma that TECH puts in your hand.*

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program designed to train in real situations.

This program is designed around Problem-Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Judicial Journalism and with great experience.



# 02 Objectives

The main objective TECH pursues with the design of this academic program is to train journalism professionals to be able to develop valuable skills in the area of communication strategy for electoral campaigns. This objective is based on the provision of excellent didactic material that gives students the impetus they need to successfully position themselves in this sector.





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*Don't miss this great educational opportunity and become a successful professional in Political Communication. You will enter a booming sector"*



## General Objectives

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- ♦ Knowledge of the fundamentals of management, strategy, marketing and communication
- ♦ Understand the functioning of Political Institutions and Organizations
- ♦ Know the objectives and tools of Marketing and Political Communication
- ♦ Know how to apply marketing and communication tools according to the political product: program, party and candidate
- ♦ Know the stages and development of a political and electoral campaign



*TECH provides you with the latest content in the industry with one goal in mind: to help you achieve all your professional goals"*





## Specific Objectives

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### Module 1 Electoral Marketing

- ♦ Describe the components of the electoral market and conduct research
- ♦ Analyze electoral behavior
- ♦ Describe the voting intention studies
- ♦ Learn how to make an electoral campaign diagnosis, a campaign plan and how to develop an electoral product

### Module 2 Electoral Marketing

- ♦ Determine the action plan for an election and post-election campaign
- ♦ Analyze the different electoral systems
- ♦ Know how data science and big data work
- ♦ Understand what is political coaching

### Module 3 The Electoral Campaign: Conventional Tools for Action

- ♦ Study political innovation
- ♦ Study the different aspects of the voter to be taken into account
- ♦ Analyze Political Branding
- ♦ Describe the fundamentals of political leadership and political messaging
- ♦ Deepen in the creation of a content strategy

### Module 4 The Electoral Campaign: Online Tools for Action

- ♦ Study Electoral Communication
- ♦ Know what communication offices are and how they work
- ♦ Knowledge of public relations strategies
- ♦ Determine how the political discourse is constructed
- ♦ Analyze the electoral debate and meetings with voters

03

# Course Management

The design of this academic program has been created by a team of professionals in Journalism and Political Communication, with years of professional and teaching experience. All of them, aware of the current need for quality training in the journalism and communication sector, have joined their knowledge to provide students with the most complete Syllabus on the market, which will enable you to develop your skills in the field of campaign strategy and achieve top-level professional competencies.





**QUE PASE**

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*The best faculty is at the best university. Don't miss this educational opportunity"*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management in Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School

## Professors

### Ms. Eskibel, Daniel

- ♦ Psychologist and political consultant, world reference in political psychology

### Mr. Landero Madroñal, Jordi

- ♦ Degree in Information Sciences
- ♦ Journalist

### Ms. Morcillo, Guadalupe

- ♦ Expert in Political Communication
- ♦ Dr. in Classical Philology
- ♦ Master's Degree in Governance, Strategy and Electoral Campaign and Strategic Communication

### Ms. Sanz Campos, Ana

- ♦ Executive and political coaching and mentoring





# 04

## Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Political Marketing who, aware of the importance of the current relevance of training in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to train professionals in the Information Sciences on the singularities and characteristics of the world of Political Communication. Thus, after completing the training, the student will be much better prepared to work in this field in a more autonomous and competent manner.





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*First-class content, based on practical cases that will teach the professional how to face the day to day in his profession"*

## Module 1 Electoral Marketing

- 1.1. Electoral Market Components
  - 1.1.1. Introduction to the Electoral Market
  - 1.1.2. Electoral Roll
  - 1.1.3. The Electoral Offer: Parties and Coalitions
- 1.2. Electoral Behavior
  - 1.2.1. Introduction
  - 1.2.2. Voting Trends
  - 1.2.3. Voting Motivations
- 1.3. Electoral Market Research
  - 1.3.1. Research Contents
  - 1.3.2. Qualitative Techniques
  - 1.3.3. Quantitative Techniques
- 1.4. Voting Intention Studies
  - 1.4.1. Pre-election Studies
  - 1.4.2. Exit Polls
  - 1.4.3. Voting Estimations
- 1.5. Diagnosis of the Electoral Situation
  - 1.5.1. Electoral Demand Analysis
  - 1.5.2. Parties Offer Analysis
  - 1.5.3. Candidates Offer Analysis
- 1.6. Election Campaign Plan
  - 1.6.1. Introduction
  - 1.6.2. Stages of the Electoral Campaign
  - 1.6.3. Election Campaign Deadlines
- 1.7. Electoral Product
  - 1.7.1. Electoral Program
  - 1.7.2. Candidates
  - 1.7.3. Political Brands
- 1.8. Electoral Campaign Organization
  - 1.8.1. Electoral Campaign Committee
  - 1.8.2. Work Teams

- 1.9. Electoral Campaign Action Plan
  - 1.9.1. Personal Actions
  - 1.9.2. Virtual Actions
  - 1.9.3. Electoral Advertising Actions
  - 1.9.4. Monitoring of Electoral Actions
- 1.10. Electoral Results
  - 1.10.1. Post-electoral Analysis
  - 1.10.2. Interpretation of Electoral Results
  - 1.10.3. Political and Electoral Consequences of the Result

## Module 2 Construction of the Political and Electoral Strategy

- 2.1. Electoral Systems
  - 2.1.1. Regulatory Framework
  - 2.1.2. Electoral Regulations
- 2.2. Data Science and Big Data
  - 2.2.1. Business Intelligence
  - 2.2.2. Methodology and Analysis of Large Volumes of Data
  - 2.2.3. Data Extraction, Processing and Loading
- 2.3. Political Coaching
  - 2.3.1. Coaching Concept
  - 2.3.2. Political Coaching Methodologies
  - 2.3.3. Advantages of Political Coaching
- 2.4. Political Innovation
  - 2.4.1. Benefits of Innovation
  - 2.4.2. Sources of Idea Generation
  - 2.4.3. Innovative Ideas and Supports
- 2.5. Voter Behavior
  - 2.5.1. Political Information Processing
  - 2.5.2. Message Assessment
  - 2.5.3. Voting Decision Models
  - 2.5.4. Voting Decision Times

- 2.6. Voter Segmentation
    - 2.6.1. Voter Characteristics
    - 2.6.2. Mobilized Voters: Loyal and Volatile
    - 2.6.3. Targeting y Microtargeting
  - 2.7. Political Branding
    - 2.7.1. Political Brand Building
    - 2.7.2. Political Brand Importance
    - 2.7.3. Political Branding and Candidate Branding
  - 2.8. Political Leadership
    - 2.8.1. Definition
    - 2.8.2. Leadership Styles in Politics
    - 2.8.3. Candidate Positioning
  - 2.9. Political Messages
    - 2.9.1. Creative Process in Electoral Campaigns
    - 2.9.2. Core Message: Positioning of the Organization
    - 2.9.3. Tactical Messages: Positive and Negative
  - 2.10. Content and Storytelling Strategy
    - 2.10.1. Corporate Blogging
    - 2.10.2. Content Marketing Strategy
    - 2.10.3. Creating a Content Plan
    - 2.10.4. Content Curation Strategy
- Module 3 Electoral Campaign: Conventional Performance Tools**
- 3.1. Electoral Communication
    - 3.1.1. Image in Electoral Campaigns
    - 3.1.2. Political Advertising
    - 3.1.3. Electoral Communication Plan
    - 3.1.4. Electoral Communication Audits
  - 3.2. Communication Offices
    - 3.2.1. Identifying Opportunities and Information Needs
    - 3.2.2. Management of Reports and Spokesperson Interviews
    - 3.2.3. Virtual Press-Room and e-Communication
    - 3.2.4. Buying Advertising Space
  - 3.3. Public Relations
    - 3.3.1. PR Strategy and Practice
    - 3.3.2. Protocol and Ceremonial Rules
    - 3.3.3. Event Organization and Creative Management
  - 3.4. Political Discourse
    - 3.4.1. Narrative Structure
    - 3.4.2. NLP-based Narration
    - 3.4.3. Political Oratory
  - 3.5. Electoral Debates
    - 3.5.1. Preparation: Topics, Interventions and Reactions
    - 3.5.2. The Candidate's Image
    - 3.5.3. Verbal and Non-Verbal Communication
  - 3.6. Meetings with Voters
    - 3.6.1. Central Campaign Meeting
    - 3.6.2. Sectoral Events
    - 3.6.3. Segmented Meetings
  - 3.7. Election Advertising: 360° Campaigns
    - 3.7.1. Central Claim and Campaign Complementary
    - 3.7.2. Election Photos and Videos
    - 3.7.3. Media Outlets
  - 3.8. Campaign Logistics
    - 3.8.1. Event Organization
    - 3.8.2. Physical Distribution of Content
    - 3.8.3. Human Resources in Electoral Logistics
  - 3.9. Electoral Propaganda and Merchandising
    - 3.9.1. Institutional Advertisements
    - 3.9.2. Electoral Mailing
    - 3.9.3. Gift Material
  - 3.10. Campaign Fundraising and Fund Management
    - 3.10.1. Arguments for Collection
    - 3.10.2. Collection Activities
    - 3.10.3. Crowdfunding Platforms
    - 3.10.4. Ethical Fund Management

## Module 4 Electoral Campaign: Online Performance Tools

- 4.1. Social Media Platforms
  - 4.1.1. General, Professional and Microblogging Platforms
  - 4.1.2. Video, Image, and Mobility Platforms
- 4.2. Social Media Strategies
  - 4.2.1. Corporate PR and Social Media
  - 4.2.2. Defining the Strategy to Be Followed in Each Medium
  - 4.2.3. Analysis and Evaluation of Results
- 4.3. Social Web
  - 4.3.1. Organization in the Age of Conversation
  - 4.3.2. Web 2.0 Is All About People
  - 4.3.3. Digital Environment and New Communication Formats
- 4.4. e-Mail Campaigns Develop
  - 4.4.1. Lists of Subscribers, Leads, and Customers
  - 4.4.2. E-Mail Marketing Tools and Resources
  - 4.4.3. Online Writing for e-Mail Marketing Campaigns
- 4.5. Mobile Marketing
  - 4.5.1. New Consumption and Mobility Habits
  - 4.5.2. The SoLoMo Model
  - 4.5.3. The 4 Ps of the Marketing Mix in Mobility
- 4.6. Trends in Mobile Marketing
  - 4.6.1. Mobile Publishing
  - 4.6.2. Advergaming and Gamification
  - 4.6.3. Mobile Geolocalization
  - 4.6.4. Augmented Reality
- 4.7. Counter-Communication: Fake News
  - 4.7.1. Targets of Fake News in Campaigns
  - 4.7.2. Creation of Fake News
  - 4.7.3. Spread of Fake News
  - 4.7.4. Fake News Legislation

- 4.8. Inbound Political Marketing
  - 4.8.1. How Inbound Political Marketing Works
  - 4.8.2. Attraction of Traffic to Political Branding
  - 4.8.3. Content Marketing
  - 4.8.4. Conversion of Leads to Voters or Electors
- 4.9. Web Analysis
  - 4.9.1. The Fundamentals of Web Analytics
  - 4.9.2. Classic Media vs Digital Media
  - 4.9.3. The Web Analyst's Basic Methodology
- 4.10. Digital Metrics
  - 4.10.1. Basic Metrics
  - 4.10.2. Ratios
  - 4.10.3. Setting Objectives and KPI



*A first-class academic program  
designed for first-class students  
like you"*



05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: A way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

**“** *Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

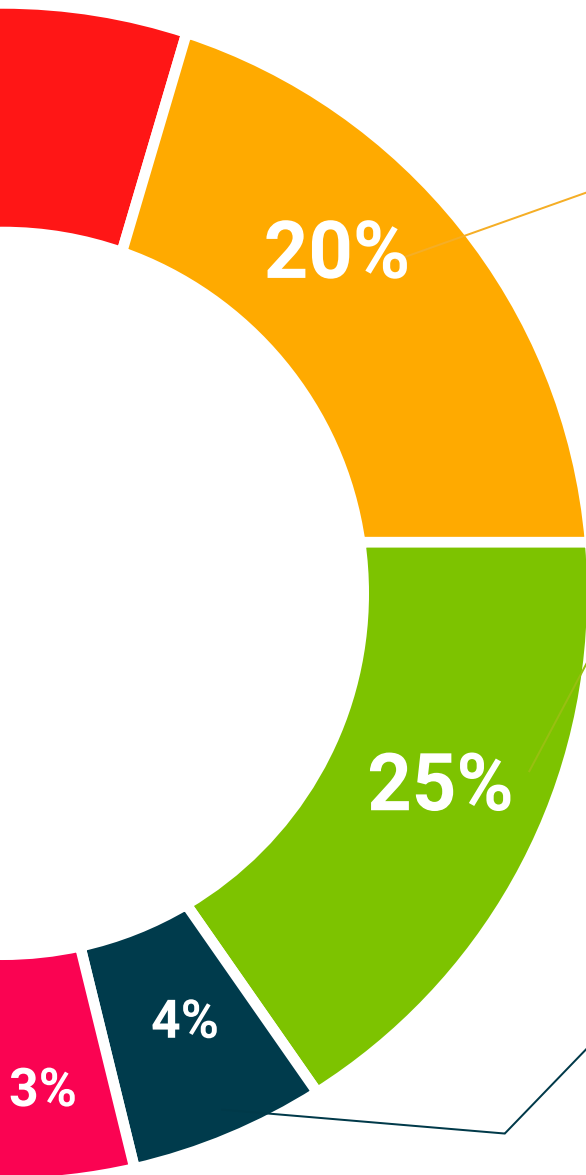
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Diploma in Strategy and Electoral Campaign guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Diploma in Strategy and Electoral Campaign** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Strategy and Electoral Campaign**

Official N° of Hours: **600 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development language  
classroom



## Postgraduate Diploma Strategy and Electoral Campaign

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