



The Hebrew University of Jerusalem

Syllabus

Campaign Planning - 56809

Last update 09-02-2015

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Political Science

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Mr. Moshe Karif

Coordinator Email: Moshe.karif@mail.huji.ac.il

Coordinator Office Hours: Monday 17:00-18:00

Teaching Staff:

Moshe Karif

Course/Module description:

The course will deal with the practical dimension of political communication. Students will design and build a communication strategy to promote political and social organizations of various kinds.

Course/Module aims:

Introduce the participants to the strategic management of political campaigns in various media.

Learning outcomes - On successful completion of this module, students should be able to:

Manage social and political campaigns through the media.
Students will be given monitoring and evaluation tools for implementing media campaigns.

Attendance requirements(%):

Regular attendance in class, no more than three absences during the semester.

Teaching arrangement and method of instruction: Frontal Teaching

Course/Module Content:

Meeting 1 : Introduction to practical political communication : tools and concepts in political communication , political marketing .

Meeting # 2 : Display a multi-step workflow Baywalk campaign - political : design, development, analysis and design goals of the campaign.

Meeting # 3: multi-step workflow marketing campaign - political - continued :
Management and Control: Mapping interests , market analysis , product / candidate , the players in the arena : organization, communication and public relations.

Meeting # 4 : strategic media goals: considerations guiding the choice of a leading strategic formulation , selecting channels and action advertising , media work plan .

Meeting 5: Action Plan : The preliminary stage : Preparation required before public exposure - media , steering program.

Meeting # 6 : Plan of action - Implementation and expected responses .

Meeting 7: Implementation of the media plan - control , steering tools ,

consequential measures , quality metrics , planning versus execution .
Meeting 8 : the social struggle in Israel in the media : Analysis and patterns of coverage : the media center and periphery in Israel History, presenting and analyzing social campaigns .
Meeting No. 9 : social arenas and alternative communication patterns: using alternative online media for the management of bottom-up campaigns .
Meeting No. 10 : presentation of students.
Meeting No. 11 : presentation of students
Meeting No. 12 : presentation of students.

Required Reading:

Meeting No. 1:
Wilson Laurie J. and Ogden Joseph D. (2008). *Strategic Communications Planning For Effective Communications Planning*, Dubuque, Iowa: Kendall/Hunt.

Meeting No.2:
Votmer, Katrin, and Andrea Rommele. (2002)"Information and Communication Campaigns: Linking Theory to Practice", in Hans-Dieter Klingemann and Andrea Rommele, edc. *Public Information Campaigns & Opinion Research: A Handbook for the Student & Practitioner*, 9-20. London: Sage.

Meeting No.3:
לימור, י. (1997) "הנסיך הקטן", ו'האח הגדול', או: תעשיית התקשורת בעידן של תמורות" בתוך כספי, ד (עורך) תקשורת ודמוקרטיה בישראל, מכון ון ליר והקיבוץ המאוחד, עמ' 29-46.

Meeting No.4:
קריף, מ. (2005) המזרחית- סיפור המאבק החברתי בישראל 1995-2005, {גלובס}: עמ' 40-53, 71-72, 422-424, 441-446.

Meeting No.7:
צפיייה בסרט התיעודי "שוברת קיר"- הרשות השנייה לטלוויזיה ורדיו במאי: יצחק חלוצי. 2012.

Meeting No.8:
אברהם, אלי. (2001). ישראל הסמויה מעיני התקשורת, {אקדמון}- חלק א' פרקים 1-3, חלק ב' ממצאים- עיירות הפיתוח { עמ' 89, 102, 133, 188, 197 }.

Additional Reading Material:

Meeting No. 1:
Smith Ronald D. (2005). *Strategic Planning for Public Relations*, Mahwah, New Jersey: Lawrence Erlbaum.

Thurber James and Nelson Candice (Eds.) (2000). *Campaign Warriors: Political Consultants in Elections*, Washington D.C.: Brookings Institution Press.

Meeting No.3:
אזרחי, י. גושן, ז. לשם, ש. (2003) בעלות צולבת - שליטה ותחרות בשוק התקשורת הישראלי, המכון הישראלי לדמוקרטיה.
Miller, M. C. (2001) "What's Wrong With This Picture", *The Nation*, December 20.

Parenti, M. (1986) *Inventing Reality: The Politics of the Mass Media*. St. Martin's Meeting No.4:

Gamson William and Wolfsfeld Gadi, (1993). *Movements and Media as Interacting Systems*, *Annals of the American Academy of Political and Social Science*, 528: 114-125.

Meeting No.8:

Patterson Sally J. and Radtke Janel M. (2009). *Strategic Communications for Nonprofit Organizations: Seven Steps to a Successful Plan*, Hoboken, N.J.: John Wiley and Sons, Inc.

Bonk Kathy, Tynes Emily, Griggs Henry, and Sparks Phil (2008). *Strategic Communications for Nonprofits: A Step by Step Guide to Working with the Media*, San Francisco, Calif: Jossey-Bass.

וולספלד, ג. (2006) סיקור העוני בעיתונות הישראלית אפריל 2005 – מרץ 2006, יפעת: מחקר מדיה מתקדמים המכון הישראלי לדמוקרטיה.
התקשורת וסיקור שביתות בישראל- המאמר פורסם בכתב העת סוציולוגיה ישראלית כרך יד, מס' 1, עמודים 29-57 בשנת 2012.

Meeting No.9:

Andreasen, Alan R . and Philip Kotler. (2003) *Strategic Marketing for Nonprofit Organizations*, sixth edition. Upper Saddle River, NJ: Prentice-Hall.

Alan R. Andreasen. *Marketing Social Marketing in social Change Marketplace*. *Journal of Public Policy & Marketing*.

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 20 %

Project work 50 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 30 %

Additional information:

Final grade components: participation (20%), final paper (50%) and presentation of a case study in class (30%)