Zurich University
of Applied Sciences

School of
Management and Law

Valid for 2024.FS

Module Name: Political Communication and Public Relations		
Module Code	w.BA.XX.2PolKomm.XX	
Module Description	Students get to know the basic concepts and aspects of political communication and apply them effectively in the context of designing an election and referendum campaign or public affairs project.	
Program and Specialization	Business Administration - Specialization in Economics and Politics	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	**Module Type:** Compulsory	**Program Phase:** Main Study Period
ECTS	3	
Organizational Unit	W Inst. für Verwaltungsmgmt IVM	
Module Coordinator	Alexander Mertes (mert)	
Deputy Module Coordinator	Marcel Thomas Montanari (mont)	
Prerequisite Knowledge	• w.BA.XX.2PolWi.XX: Federal state structure and the Swiss political system; legislative process; lobbying; • w.BA.XX.2ORER.XX: Competences between the federal government, cantons, and communes; fundamentals of federal and administrative law; fundamental rights; public commercial law; basics of European law; • w.BA.XX.2Komm.XX: Communication in a business administration context.	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Learning & Change	
Module Learning Objectives	Students... § describe the basic concepts and theories of political communication and public relations. § apply theoretical political and communication concepts to a protagonist in the political system and derive intervention and communication measures from this. § present acquired knowledge convincingly and support their own arguments. § solve a set of tasks, each of which builds on the previous one, within a group and in a target-oriented and responsible way (group assignment).	
Module Content	§ Concepts and theories of political communication and public relations § Polity, policy, and politics § Election and referendum campaigns § Public affairs: tasks, structures, players, and categories § Group assignment: Designing an election or referendum campaign or public affairs project	
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2Go.XX	
	w.BA.XX.2PM.XX	

Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Project Work § Literature Review § Presentations of group assignment § Group assignment		**Social Settings Used:** Group Work
Digital Resources	Reader		

Type of Instruction	**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**
Large Class	14 h	-	
Small Class	-	-	
Group Instruction	-	48 h	
Practical Work	-	-	
Seminar	-	-	
Total	**14 h**	**48 h**	**28 h**

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
-	-	-	-
Permitted Resources	-		

Others	**Assessment**	**Length (min.)**	**Weighting**
Oral presentation	Grade	-	30,00 %
Written Assignment	Grade	-	70,00 %

Classroom Attendance Requirement	Mandatory Attendance: Other The entire group must participate in the compulsory meeting with the instructor. If this attendance requirement is not fulfilled for a justified reason, the instructor may assign an additional (pass/fail) assignment to enable the student to pass the module.
Language of Instruction/Examination	German
Compulsory Reading	§ Blum, S. & Schubert, K. (2011). Akteure – Institutionen – Instrumente. In: Blum, S. & Schubert, K. (ed.): Politikfeldanalyse, 2nd edition. Wiesbaden: VS, Verlag für Sozialwissenschaften. p. 54-103. § Blum, S. & Schubert, K. (2011). Der Policy-Cycle. In: Blum, S. & Schubert, K. (ed.): Politikfeldanalyse, 2nd edition. Wiesbaden: VS, Verlag für Sozialwissenschaften. p. 104-144. § Jarren, O., & Donges, P. (2001). Politische Kommunikation. In: O. Jarren, & H. Bonfadelli (ed.): Einführung in die Politikwissenschaft, Bern: Haupt p. 419-435. § Linder, W. (1999). Zur Bedeutung des Modells der Konsensdemokratie. In: Linder, W. (ed.): Schweizerische Demokratie: Institutionen, Prozesse, Perspektiven, Bern: Haupt. p. 366-369. § Linder, W. (2001). Grundzüge des politischen Systems. In: D. Thürer (Hrsg.): Verfassungsrecht der Schweiz, Zürich: Schulthess S. 995-1015. § Meyer, T. (2010). Die Logik des Politischen. In: T. Meyer (Hrsg.): Was ist Politik?, 3. Auflage, Wiesbaden: VS-Verlag S. 80-129.
Recommended Reading	§ Köppl, P. (2003). Living in a box? – Gegenwind aus Politik und Gesellschaft. In: P. Köppl (Hrsg.): Power Lobbying: Das Praxishandbuch der Public Affairs, Wien: Linde S. 23-39. § Vatter, A. (2014). Die Verbände und das Verbandssystem. In: A. Vatter (Hrsg.): Das politische System der Schweiz, Baden-Baden: Nomos.
Comments	-