



ROME BUSINESS SCHOOL

Better Managers For a Better World

MASTER IN POLITICAL MARKETING AND COMMUNICATION (POLMAR)

PROGRAM DESCRIPTION





International Business Academy of Turkey is an international educational institution based in **Istanbul, Turkey**. Such location gives the Academy a strong positioning through international networking as well as flexibility and continuous improvement through the global exchange of experience and knowledge. We are considered to be one of the most prominent capacity-building and consultancy service companies that acts as a bridge between internationally accredited and recognized awarding bodies in the **Middle East, Africa, and Western and Eastern Europe**.

Our Mission is to provide a variety of business educational programs in a virtual and blended mode to students from all over the world, developing competencies and talents within the new generation and linking them to our Academy's consortium. In order to provide strong online solutions and high-quality business educational programs, IBAT is developing an online platform using high tech in order to provide credible and valuable solutions to their clients and students from all over the world

Our Vision

- We believe that **life-long education** is a core factor of success
- We think that a rapidly changing world calls for **flexibility and a new approach in education**
- We have an **individual approach to each student** by offering them a **variety of tailor-made programs and services**
- We consider it crucially important to **go international** as by uniting our effort and sharing expertise with other countries, we can ensure a better future for new generations



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LETTERS OF THE FOUNDERS



RBS Founder and Dean

"Hello,

I am Antonio Ragusa, the Founder, and Dean of Rome Business School.

We are very happy of having MHR Group International among our international partners – such a reputable institution linked with us. We are also very pleased to offer you the opportunity to be in touch with a European institution like Rome Business School and to co-create together new opportunities for professional and personal growth for you.

Our mission is to train better managers for a better world. We want to contribute, thanks to our students and our alumni, to the improvement of our world and our societies and make it more prosperous, peaceful, and just for everyone.

We are very happy to interact with you and to create this network, this global community of students, professors, and alumni that can create more value for our societies. We are pleased to connect with MHR GI to boost your career and contribute to your growth.

Thank you for being with us!"

Professor Antonio Ragusa



MHR Business Academy Chief International Expert

Master in Public Administration (Wisconsin University – USA), Ph.D. in Public Administration (Kennedy University – USA), D.E.A (Universite Saint-esprit, Kaslik, Liban – Lebanon), Doctorate in BA (EU – Switzerland).

"Dear Friends,

I am pleased to welcome you to MHR GI and our Business Academy, an organization that has enjoyed an excellent reputation in education and business consultancy for over 25 years.

Together with our outstanding international partners and the team of professionals we are working hard to enable our students and clients to grow both domestically and internationally. We pride ourselves on our alumni many of which have got to the top in their careers due to their great performance and the knowledge that they got from.

Our experience with a number of public and private organizations has given us the edge over many competitors, mainly in business education programs and business consultancy services.

If you like to grow, the MHR GI team would like to help!"

Professor Hassan Al Nouri



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Rome Business School's Online Master in Political Marketing and Communication is aimed at providing the knowledge and abilities necessary to effectively and professionally manage the communication and marketing processes through marketing and communication techniques that support political campaigns, political branding, political events, and any type of political activity. The program delivers an intensive and all-encompassing training aimed to produce professional figures who can skillfully work in every environment and successfully structure campaigns and strategies for institutions, companies, organizations and political parties.

PROGRAM OBJECTIVES

- Understand the importance and interrelation between Politics, Media, and Communication
- Structure precise operational plans and strategies for the promotion of a political candidate or group
- Make the best use of social media and of the web for political-electoral marketing and communication ends
- Learn about new visual and off-line means of communication for a winning placement in the political-electoral market
- Enhance public speaking capabilities also in terms of consultancy to others
- Correctly set up and manage an electoral campaign and its communication strategies and media relations
- Know and understand the peculiarities of the different electoral systems
- Utilize and design political-electoral research and surveys
- Identify and add value to different leadership styles
- Know the best techniques for the organization of a political event and for its communication and media strategy



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POLMAR COURSE OUTLINE

Program duration	14 months
Number of courses	13
Course duration	156 learning hours +78 hours of self-study
Course assessment	Written examination assignment – 2500-3000 words
Graduation project	A project with a scope to develop a report that solves a political marketing problem or work on an opportunity in the area of Political Marketing and Communication of an existing political agency, institution, electoral campaign, political candidate etc.
Program delivery	<ul style="list-style-type: none">• In-class teaching• On-line teaching via Zoom meeting application• Blended – some courses can be delivered on-line and some – in-class
Delivery schedule	The program can be delivered during the weekends from 10 AM to 4 PM (Fridays-Saturdays) or the schedule can be adjusted to meet the requirements of our clients



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MASTER IN POLITICAL MARKETING AND COMMUNICATION COURSES

COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
1. Introduction to Political Marketing and Communication	This course introduces the theories and practices of political communication through an examination of the relationships between media, political institutions and the publics they serve. Public affairs practitioners need to know how media work in the context of 'mediatized' politics and how citizens, journalists and politicians use political messages to inform, influence and legitimize decisions. Students will consider the practical applications of political communication in these contexts and build a range of political communication skills and tools for analysis.	12 + 6	Examination assignment to be assessed and graded by the course professor
2. Project Management	This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.	12 + 6	Examination assignment to be assessed and graded by the course professor



COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
<p>3. Strategy and Political Marketing</p>	<p>This course explores the intersection of politics and marketing, focusing on strategies used in campaigns and policy advocacy. Students will study strategic planning and how political actors use marketing to influence public opinion, win elections, and advance policy goals, with an emphasis on integrating various functions within political organizations.</p>	<p>12 + 6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
<p>4. The Campaign Message Development: Segmentation and Positioning on the Voting Market</p>	<p>This course focuses on the strategic aspects of political campaigns, specifically in the context of elections. This course is designed to provide participants with a deep understanding of the critical components of developing and delivering effective campaign messages to target voters. This course is designed to equip students with the knowledge and skills necessary to develop effective campaign messages, apply strategic segmentation techniques, and position political candidates in the dynamic voting market.</p>	<p>12 + 6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



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COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
<p>5. Leadership and Candidate Image</p>	<p>This course explores the dynamics of leadership in the context of political campaigns and the image candidates project to the public. It delves into the role of leadership in shaping candidate personas and how these personas influence voter perceptions and electoral outcomes. Through a combination of theoretical and practical approaches, students will gain an understanding of leadership theories, campaign strategies, and communication techniques that affect a candidate's image in the public eye.</p>	<p>12 + 6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
<p>6. Digital Marketing</p>	<p>The course aims to provide students with the basics of digital marketing, so that they can use the fundamental knowledge in this field in order to carry out an individual or corporate business project. The student will be able to learn how to manage the tone of voice, editorial plan, paid campaigns and general image of their brand, public or private entity, in order to compete with other figures online. The students will get the ability to create effective and brilliant communication campaigns, and to be increasingly flexible and prepared for the constantly changing technological landscape.</p>	<p>12 + 6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



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COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
7. Human Resource Management	The aim of the course is to understand the way of the linking of human resources with strategic goals and objectives in order to improve business performance and develop organizational culture that foster innovation, flexibility and competitive advantage.	12+6	Examination assignment to be assessed and graded by the course professor
8. Managing Political Campaign Teams	This course delves into the critical aspects of organizing, leading, and optimizing political campaign teams, a fundamental component of successful election campaigns. Students will gain the knowledge and skills required to effectively manage political campaign teams, ensuring that they function efficiently and cohesively to achieve the desired electoral outcomes.	12+6	Examination assignment to be assessed and graded by the course professor



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COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
9. Core Components of Political Marketing and Communication	<p>The objective of the course is for students to learn to operate communication and marketing strategies in institutional and governmental environments, to advise and give professional consulting to those who carry out a public activity (candidates and leaders at all levels), design, plan and execute political campaigns and develop the public function in communication issues. The course also introduces students to how candidates, parties, elected officials and governments around the world utilise marketing and communication concepts and tools to win elections.</p>	<p>12+6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
10. The Power of Political Branding and Communication	<p>The course deals with branding of corporations and political leaders, candidates and parties as well as city and nation branding. Students also learn how to master successful communication, including crisis communication and speech-making, organizing political events and fund raising, the art of influencing and persuasion organizations.</p>	<p>12+6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
<p>11. Leadership, Political Campaigns and Electoral Systems</p>	<p>The focus of this course will be to consider the role that elections play in politics, how the actions of political actors influence outcomes, and how citizens interact with and influence the campaign and election. We will explore the disconnects, looking at the political campaign and election that social science research shows the public, and discuss various electoral systems as well as the role of the leader in the process.</p>	<p>12+6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
<p>12. Political Marketing and Negotiation</p>	<p>This course explores the intersection of marketing strategies and negotiation techniques in political campaigns and public policy. Students will develop skills in conflict resolution, coalition building, and stakeholder management, valuable for political marketers and campaign strategists.</p>	<p>12+6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
<p>13. Political Marketing and Decision Making</p>	<p>This course examines the cognitive and emotional factors that influence political decision-making for voters and candidates. It also analyzes the decision-making processes of political leaders and policymakers.</p>	<p>12+6</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



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COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
Graduation Project	A project with a scope to develop a report that solves a political marketing problem or work on an opportunity in the area of Political Marketing and Communication of an existing political agency, institution, electoral campaign, political candidate etc.		12 000 – 15 000 words
TOTAL		156+78	

WE OFFER THE FOLLOWING OPTIONS FOR THE PROGRAM DELIVERY

- In-class teaching
- On-line teaching via Zoom meeting application
- Blended – some courses can be delivered on- line and some – in-class

The program can be delivered during the weekends from 10 AM to 5 PM (Fridays-Saturdays) and 10 AM to 4 PM (Sundays) or the schedule can be adjusted to meet the requirements of our students.



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PROGRAM REQUIREMENTS

- Bachelor's degree
- Minimum upper-intermediate level of English proficiency



DOCUMENTS TO BE SUBMITTED

- Application form
- 1 photo 3x4
- Passport copy – pages 1-3
- Copy of the diploma translated into English with a stamp of the Ministry of Foreign Affairs or any other authorized body
- CV or resume
- Recommendation letter
- Letter of Motivation or Statement of Purpose (SOP)

All documents should be submitted **IN FULL no later than 2-weeks BEFORE** the course start date.

The certificates are issued within the **1-month period AFTER** the course closing date provided the payment is made **IN FULL**.



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DO NOT HESITATE TO CONTACT US FOR FURTHER INFORMATION!

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IF YOU LIKE TO GROW, WE WOULD LIKE TO HELP!

Learn more about ibat programs on our website –

ibat-edu.com