



APPLIES TO ACADEMIC YEAR 2004/2005

## INS 2400 Political communication

### Program

Bachelor's Program in Marketing - Information and Public Relations

### Responsible for the course

Magne Haug

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

The course will look at political decisionmakers in Norway from two angles: First, students will learn about lobbying. Second, students will learn about how politicians communicate with their voters, notably in election campaigns.

### Objective

The course has two objectives: 1. Students will learn how lobbying is planned and implemented. They will learn to understand how the political system in Norway works, predominantly at the national level. 2. Students will learn how politicians plan and implement communication with the electorate, notably through election campaigns.

### Prerequisites

INS 2301 Introduction to PR, MRK 2301 Theories of persuasion and influence.

### Compulsory literature

Fimreite, Anne Lise og Jan Erik Grindheim. 2001. *Offentlig forvaltning*. Oslo: Universitetsforlaget. kapittel 1-7, side 11-129.

Haug, Magne. 1993. *Myndighetskontakt og lobbyvirksomhet*. Sandvika: BI Forlaget. 35 sider.

Haug, Magne. 2005. *Artikkelsamling om myndighetskontakt og lobbyvirksomhet*. Sandvika: BI Forlaget.

Haug, Magne. 2005. *Artikkelsamling om politiske valgkamper*. Sandvika: BI Forlaget.

Østbø, Ivar Buch. 2001. *Storting og regjering*. Oslo: Schibsted. Fra side 87. Kapittel om Sametinget ikke pensum.

Aardal, Bernt, Anne Krogstad og Hanne Marthe Narud (red.) 2004. *I valgkampens hete*. Kapittel 1-8, 11-16, s.13-202, 253-398.

### Recommended literature

None.

### Course outline

1. The Norwegian political system.
2. The role and functions of the parliament (Stortinget).
3. The role and functions of national and local government and its relationship to the Stortinget.
4. Local democracy.
5. Lobbying.
6. How politicians communicate with their voters.
7. Political marketing in election campaigns.

### Computer-based tools

These are used in group problem-solving activities.

### Course structure

The course is implemented through lectures. In the first part of the course, 18 hours of lectures are given about points 1-5 in the course outline (above). In the second part of the course, 18 hours of lectures are given about points 6 and 7.

### Evaluation

A three-hour individual written exam concludes the course.

### Evaluation code(s)

INS24001 Political communication - written exam counts 100% of course grade. INS 2400, 6 credits.

**Aids at the examination**

No aids permitted.

**Makeup exam**

Next ordinary course implementation.