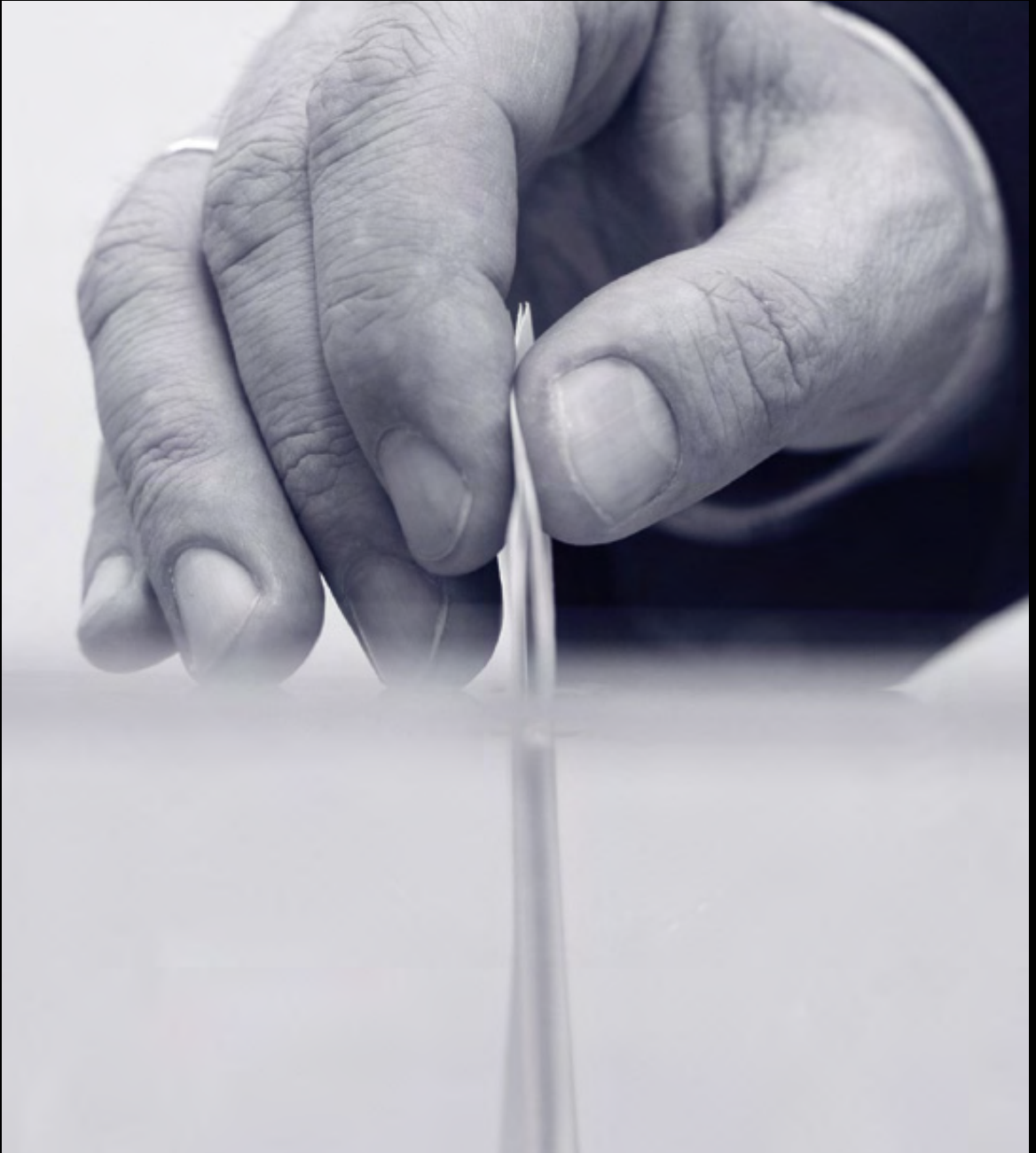


Master in Political Communication



“Changing the landscape of political communication practice...”



IE Master in Political Communication

QUICK FACTS

Format: Full-Time

Language: English

Intake: October

Duration: 10 months

Admissions Period: Rolling admissions process, no deadlines

A word from our Dean and our Director





Thank you for your interest in the Master in Political Communication.

At IE School of Communication we have created a vibrant and critical environment in which to develop our best skills to think and act in an increasingly communication-based world. Communication is at the center of our personal, social, academic and professional lives; even more, understanding communication means going deep into its interactions with other fields. These borders are our space: interdisciplinary thresholds where innovation and new ways of approaching reality can emerge.

We train communicators with practical, intellectual, creative and managerial skills, with strong foundations in ethics and critical thinking, able to deal with complexity and with a deep knowledge of the contemporary world. Our students build up their international profile in an environment that encourages diversity, citizenship, team work and entrepreneurial spirit.

We want to provide you with an education that can be applied to current professions, together with the opportunity to reflect on the cultural, social, and political implications of communication. We believe in the university as a space for the creation and communication of knowledge, in close proximity to professional life and in dialogue with contemporary society and culture on all levels. The Master in Political Communication is designed to provide a strategic vision of political communication. In today's fast-changing and increasingly interconnected world, new media are revolutionizing political communication and events in one place have consequences across the globe. In this context, political parties, and also governmental and non-governmental organizations search for professionals who are able to assess public opinion, advance communication campaigns, manage day-to-day communication activities, and use new media to influence the public and decision-makers.

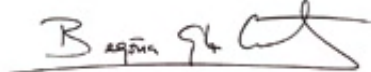
This Master program trains these professionals. It provides a strategic vision of public opinion polling, political campaigning and consulting and internal and external communication in political institutions. Throughout the program, we emphasize how to use new media effectively and how to apply the essentials of political communication to various sociopolitical contexts and settings. By

the end of the program, students will be knowledgeable about central approaches to political communication and public opinion, proficient in methods used to design, implement and evaluate communication campaigns, and will have had the opportunity to put the acquired skills into practice during the final project.

Upon program completion, graduates will be able to pursue an extensive range of positions, including analyst and designer of public opinion polls, political campaigner and consultant, communications advisor or director for electoral candidates, political parties, governmental and non-governmental organizations at the local, national or international level, and also for pressure, lobby and advocacy groups, careers that demand a broad perspective and a thorough knowledge of the new media technologies. More importantly, graduates from the Master in Political Communication will be able to apply their acquired skills and knowledge internationally and will have the critical perspective that will enable them to anticipate the future developments of a profession that is in constant change.

There are many advantages to being a student at IE University. These include high quality and innovative programs, a diverse international faculty with a solid theoretical and professional profile, personalized academic advising, and staff and administration that enhance the learning experience. Our campuses enjoy great community support; this is an excellent environment in which to live an academic, professional and life-enriching experience. On behalf of IE School of Communication, we look forward to welcoming you to the IE community!

Warmest regards,



Begoña González-Cuesta, Ph.D.
Dean, IE School of Communication

Magdalena Wojcieszak, Ph.D.
Academic Director, Master in Political Communication



Overview

The groundbreaking profile of the Master in Political Communication is based on a unique combination of factors:

- The uncompromising commitment to academic excellence of IE School of Communication.
- IE Business School's entrepreneurial spirit and global vision.



The Master in Political Communication is specially designed to equip students with a grounded 360 degree vision of the changing landscape of political practice. It covers public opinion polling, political campaigning and consulting, and internal and external communication in political institutions, all with a strong focus on new media and the international nature of these processes.

The program immerses students in the world of 21st century political communication, providing them with the training and skills that can be applied to electoral campaigns, the public opinion industry and to the day-to-day communication activities of political parties, governmental agencies, transnational organizations, NGOs and lobby, pressure and advocacy groups. This program also gives students the necessary background to understand and influence the current sociopolitical environment.

This Master program shapes a new kind of practitioner: one who is knowledgeable about various approaches to political communication, proficient in the methods used to study it, able to gauge and influence public opinion, use old and new media during campaigns, manage day-to-day communication in public organizations engaged in permanent campaigning and also apply his or her skills in various sociopolitical contexts of our interconnected world. This Master also assures that the graduates are self-directed ethical individuals who recognize their potential, effectively communicate in diverse settings, and consciously develop their personal and professional lives.

After completing the program, students will be able to pursue a career in political campaigning and consulting, public opinion research and analysis, and communication departments of political parties, governmental and non-governmental organizations, international institutions as well as advocacy, lobby and pressure groups, careers that demand an international perspective and a thorough knowledge of the new media technologies.



Student Profile





The Master in Political Communication welcomes graduates with backgrounds in disciplines such as Communication, Political Science, International Relations, Sociology, Psychology, as well as Law, Economics or Business, who are interested in pursuing a career within Political Communication.

The global focus of the program is designed to attract a large number of international students, creating a class composed of students from all over the world, and representing a unique opportunity for sharing diverse backgrounds, viewpoints and cultures.

Age
Age range

Years
21-28*

Work experience
Average professional experience

Years
0-5*

*Expected



Career Opportunities

"This program provides comprehensive training for the modern political communications professional. If you're looking for state-of-the-art training from international experts, this is the place to be."

Dr. Amy Gershkoff

Seasoned US Political expert
Co-founder of Changing Targets Media



Upon graduation, alumni will have access to IE's Career Management Center's services throughout their entire career. Assistance will be offered by The Careers Management Center provides IE graduates with the skills and tools to successfully manage their careers in a globalizing and increasingly competitive economy. The key event in the center calendar is the Annual Careers Fair, which serves as an interface for students and recruiters to get to know one another. www.careers.ie.edu

After completing the program, graduates will be able to pursue careers such as:

- Politician and policy-maker
- Campaign director
- Communications advisor for electoral candidates, political parties, governments, international organizations or pressure groups
- Communication director, advisor or strategist in political institutions (governmental, non-governmental, transnational and multilateral, and in pressure, lobby and advocacy groups)
- Media consultant for political actors and organizations
- Governmental and parliamentary lobbyist
- Analyst, strategist, consultant or communication director in think-tanks, advocacy groups, grassroots organizations or media and political watchdog groups
- Careers that demand an international perspective and a thorough knowledge of the new media technologies.

"This program offers a unique opportunity to study the modern practice of political communication, with recent studies of public opinion formation and the contemporary campaign strategies that allow civic actors to score political victories. In this way, the program gives students access to the latest research and the chance to discuss real world examples and current events."

Dr. Philip N. Howard

Fellow, Princeton University (2011-13)
Associate Professor, University of Washington



Course Structure

The program comprises three core units and a final project:

1. Fundamentals of Political Communication
2. Public Opinion
3. Electoral Campaigning and Consulting
4. Communicating Political Institutions
5. Final Project

Module I

Fundamentals of Political Communication

Understanding political communication as a discipline and practice with a special focus on the interactions between political actors, the media and citizens.

- Personal and Career Development (Life Coaching, Team Skills, Cross-Cultural Competency, Entrepreneurship, Positive Leadership, Social Networks in Professional Career)
- Core Communication Skills and Persuasion (with practical training at Media Lab)
- Introduction to Political Communication
- Comparative Political Systems
- Ethics, Politics and Leadership
- Web 1.0 and Web 2.0 in Politics

Module II

Public Opinion

Developing necessary research skills to assess the context of a campaign towards designing effective messages and planning a successful dissemination strategy. Fostering the skills necessary to apply information collected from focus groups or public opinion surveys to specific cases faced by political actors.

- Public Opinion in the Political Process
- Quantitative Research Methods for Political Communication
- Qualitative Research Methods for Political Communication
- Research Designs for Public Opinion Research
- Assessing Public Opinion in the Online Environment

Module V

Final Project

Group project lasting two and a half-months entailing a case analysis or consulting report for a political party, governmental or non-governmental organization, public opinion organization, or lobby, pressure and advocacy group at a local, national or international level.

Module III

Electoral Campaigning and Consulting

Learning the practicalities of electoral campaigning and political consulting. Training in the tools necessary to carry out a campaign, with emphasis on planning the communication strategy, positioning the candidate, designing persuasive messages, executing the campaign, and assessing its effectiveness.

- The Business of Political Consulting
- Direction of Political & Electoral Campaigns

Module IV

Communicating Political Institutions

Developing competencies needed in day-to-day internal and external communication activities of various political institutions. Taught by international practitioners.

- Strategic Communication, Planning and Management
- Stakeholders Management
- Working with the Media
- Running the Communication Office in Public Institutions
- Issues and Crisis Management
- Lobbying and Public Affairs



Why the Master in Political Communication?

The Master in Political Communication at IE School of Communication offers a series of features that will make students' time at IE truly unique:

- **360-Degree Vision.** The program offers a 360° vision of political communication: it addresses all the facets of the political spectrum in modern democracies: (1) public opinion polling (2) political campaigning and consulting and (3) internal and external communication in public institutions.
- **New Media.** Throughout the program students learn how to use new media to develop an electoral campaign, influence public opinion and effectively manage day-to-day communication in public organizations.
- **International Approach.** The program prepares students to apply their knowledge and skills to various sociopolitical contexts, leveraging its multinational nature. It provides the essentials of political communication practice that can be used in different settings, drawing on case studies from various countries, and offering transnational opportunities via its international faculty, student body and the global network of the IE Community, which represents over 40 000 Alumni in more than 100 countries.
- **Grounded Knowledge.** The program offers a core module during which students gain in-depth knowledge about political communication theories, globalization trends and media in contemporary societies, with the goal of ensuring that graduates are critical, aware and ethical citizens and professionals.
- **Training Methods.** The Master program offers students solid training in the qualitative and quantitative research skills that are necessary to plan, design, and implement an effective campaign. This Master program teaches how to understand voters' preferences, measure and communicate public opinion to increase support for new policies as well as how to use information gathered from focus groups to manage a communications crisis effectively, in addition to other situations faced daily by political communication practitioners.
- **Personal and Career Development.** During the program, the students take part in workshops that prepare them for a thoughtful professional future. We offer life coaching seminars, workshop on cross-cultural competency, training in team-work



skills as well as sessions on positive leadership and on how to best use the time at IE to deepen and capitalize on the international and diverse networks students will make during the program.

- **Hands-on Experience.** During the final project, students prepare a case analysis or a consulting report for a political, non-governmental or public opinion organization. This project, supervised by academics and practitioners, offers hands-on experience in political communication, public opinion polling and campaign design, among other skills.
- **MediaLab Sessions.** Students gain extensive practical experience during workshops in our television and sound studios, editing suites, and digital newsroom.
- **Interdisciplinary approach.** Leverages the synergies with IE School of Architecture & Design, IE School of Arts & Humanities, and IE School of Communication's Masters Programs in Digital Journalism, Corporate Communication, and Visual Media Communication.
- **IE's International recognition** as one of the top 10 business school in the world, according to international journals such as Financial Times, The Economist or The Wall Street Journal. IE School of Communication is also a member of Euprera and Global Alliance, two global leaders in promoting the exchange of innovative communication practices.
- **Speaker Series.** Throughout the year, students attend a series of conferences by renowned professionals within the field of communication.

Obtaining your Master in Political Communication from IE is an investment in your future. Our graduates are exceptional people with exceptional skills, and are in great demand from political parties, governments, companies and international and multilateral organizations around the world.

Why Madrid?





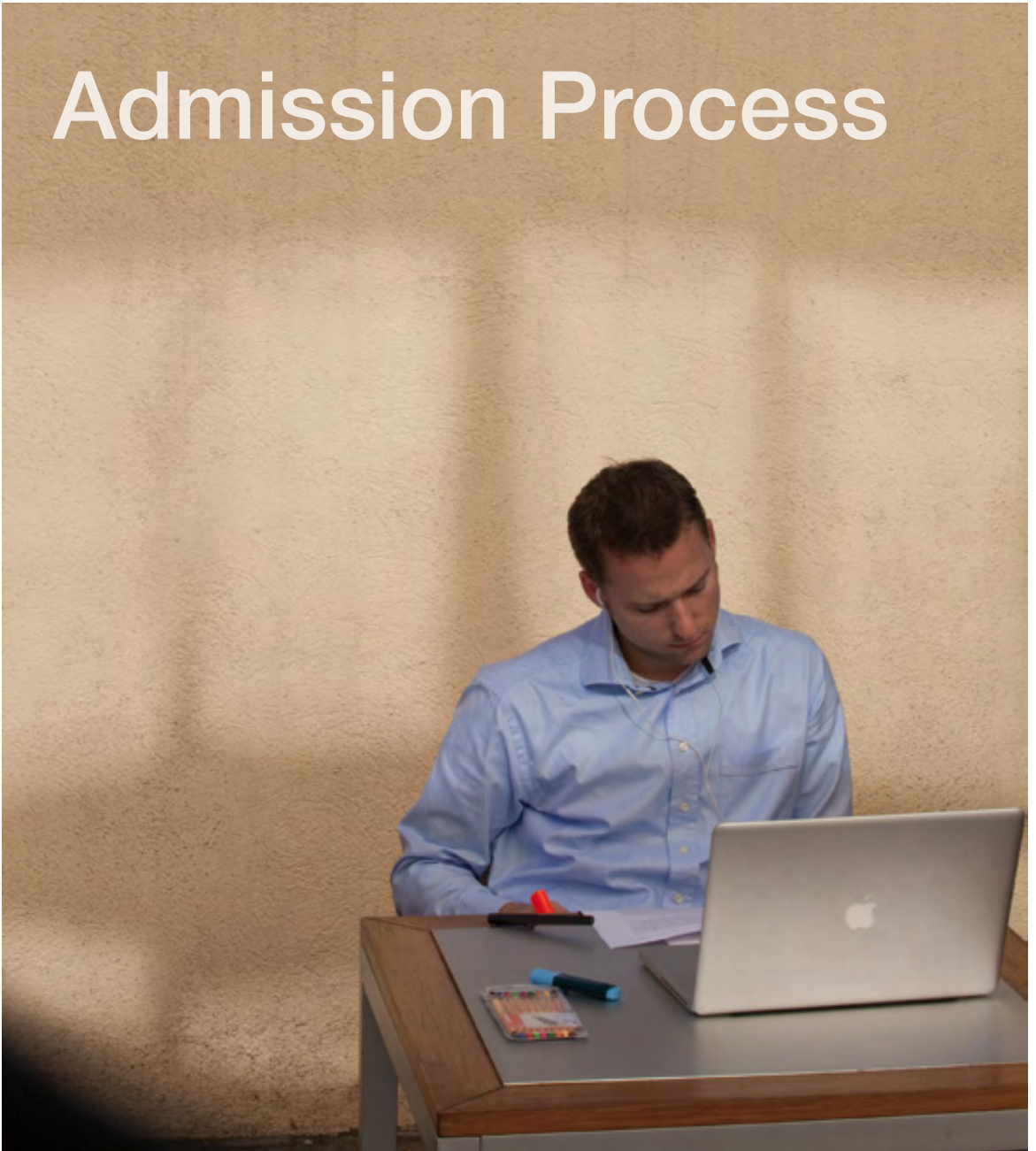
The IE campus is situated in the heart of the vibrant city of Madrid, which means that IE students can experience everything the city has to offer, including learning Spanish, the native language of 500 million people worldwide and the world's second business language.

Madrid is the capital of Spain and Europe's fourth largest city. Its geographic location makes it a cultural crossroad, offering a wealth of history in its architecture and traditions, as well as breathtaking modernity.

Watch videos and learn more about IE's Madrid campus at www.ie.edu/madrid



Admission Process



The main objective of the admissions process is to select students with the greatest potential. We seek candidates who are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will allow them to obtain maximum benefit from the program.

The admissions process starts on our website, where candidates can download the application form and instructions. After receiving the application form and additional documentation, the Admissions Committee evaluates said documentation and determines whether or not the candidate will be invited to attend an interview.

Admission is granted on a rolling basis and although there is no deadline for applications for a particular intake, early application is recommended given the limited number of places on the program.

Admission is valid for two years.

Admission Requirements

The application form provides the Admissions Committee with important information when it comes to evaluating candidatures for Master's degree programs. In addition to the completed form, please enclose the following documentation in your application package:

- Bachelor degree (or equivalent) from an accredited university.
- Photocopies of complete university transcripts (complete with original or copy bearing official stamp)
- Photocopy of passport or ID card
- One passport-size photo
- One-page CV



- Three essays (please refer to the application form for topics)
- Two letters of recommendation
- English language certificate (Cambridge Certificate, TOEFL, IELTS, Pearson) for non-native speakers. Not required for candidates who have completed an undergraduate degree in English.
- Photocopies of diplomas or certificates accrediting courses, seminars or programs undertaken by the candidate
- Application fee of €120 (non-refundable and payable by credit card or cash)

Financial Aid & Scholarships

Participants are eligible to apply for a number of financial alternatives to fund their participation in the program, notably the Scholarships for Outstanding Political Communicators that cover up to 50% of tuition fees. Further information is available from: www.ie.edu/financialaid

Virtual Insight Sessions

Join a Virtual Insight Session to find out more about the Master in Political Communication. These sessions are scheduled on a regular basis and provide you with the opportunity to participate in an interactive presentation about the program.

For details of the next session, please e-mail:

admissions.communication@ie.edu, or visit www.ie.edu/mpc



International Representatives

www.ie.edu/offices

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IE School of Communication would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.