

# Teaching Lesson Plan

## SEC-1

### MANAGING ELECTIONS AND ELECTION CAMPAIGN

Lecture hours: 45

**Objective:** Elections and their nature have changed significantly with the support of social media and new technologies.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
<b>Unit-I</b>	<b>Electoral Democracy and Management of Elections</b>	<b>9Hrs</b>		
	1. Electoral Democracy: A Theoretical Perspective 2. b. How Crucial is Management of Elections?	9	PPT, Illustrations	Q & A, Assignments
<b>Unit-II</b>	<b>Elections and Model Code of Conducts</b>	<b>7Hrs</b>		
	1. Model Code of Conducts: What it is? 2. Filing Election Nominations and Election Affidavits 3. Knowing your Candidates	7	PPT, Illustrations	CIA
<b>Unit-III</b>	<b>Management of Election Campaign</b>	<b>7Hrs</b>		
	1. Traditional methods of Electoral Campaign; Poster, Pamphlets 2. Use of New Techniques and Methods in Election Campaign 3. Ethics in Electoral Campaign, Studies in use and abuse of communication	7	PPT, Illustrations	Q & A, Assignments
<b>Unit-IV</b>	<b>Media Management</b>	<b>7Hrs</b>		
	1. Role of Print, Electronic and Social Media in Elections 2. Electoral Campaign and the Issue of Fake News	7	PPT, Illustrations	Q & A, Assignments
<b>Unit-V</b>	<b>Fund Management for the Party</b>	<b>7Hrs</b>		
	1. Traditional and New Ways of Generating Funds 2. Issue of Unaccounted Expenditure in Elections 3. State Funding of Elections	7	PPT, Illustrations	Q & A, Assignments
<b>Unit-VI</b>	<b>Organization and Human Resource Management</b>	<b>7Hrs</b>		
	1. Membership Drive 2. Responsibility management 3. Booth Management	7	PPT, Illustrations	Q & A, Assignments

#### Reference Books:

1. Lambert, P. (2000). A Decade of Electoral Democracy: Continuity, Change and Crisis in Paraguay. Bulletin of Latin American Research, 19(3), pp. 379-396.

2. Krouse, R., & Marcus, G. (1984). Electoral Studies and Democratic Theory Reconsidered. *Political Behavior*, 6(1), pp. 23-39.

**Prepared by: Department**