



LISBON
BUSINESS
& GOVERNMENT
SCHOOL



STIRLING
CENTRE
FOR STRATEGIC LEARNING
AND INNOVATION

EUROPEAN EXECUTIVE MASTER IN POLITICAL CONSULTANCY

A flagship from **European Association of Political Consultants** in alliance and accredited by **Lisbon Business & Government School** and **Stirling Centre for Strategic Learning and Innovation**



Start
October 2026



Certificate
60 ECTS



Learning
Online



Professional
Exchange



APPLICATIONS OPEN
www.lbschooledu.pt/empc



DURATION
9 Months

starts
OCTOBER 2026
ends
JULY 2027

Weekly On-line
Synchronous Classes
live and interactive
with faculty and peers

Project-based
Learning
Oriented independent
study between sessions



OPEN VACANCIES
Max cohort 25

FEES
€6.000
[Installment options available]

ADMISSIONS
admin@lbschooledu.pt
COURSE ID eempc26

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WHY THIS PROGRAMME?

This pioneering programme, accredited and delivered by the **Lisbon Business and Government School** in alliance with the **European Association of Political Consultants** and the **Stirling Centre for Strategic Learning and Innovation**, has been designed to set a new global standard for the professionalisation and education of political consultants.

Bringing together academic excellence and real-world expertise, it offers a unique learning experience that equips participants with the strategic, analytical, and ethical competencies required to navigate the increasingly complex landscape of modern political communication and electoral campaigning. The programme will **officially start in October 2026**, with a **Kick-off Masterclass hosted during the EAPC European Conference in Frankfurt**, providing students with an exceptional opportunity to engage directly with leading figures in the field.

Over the course of **nine academic months**, participants will undertake a rigorous and dynamic curriculum **delivered entirely in English through a flexible online format** that combines weekly synchronous sessions, project-based learning challenges, and guided independent study. The teaching faculty comprises distinguished academics with strong research credentials alongside internationally recognised practitioners and EAPC experts, ensuring a powerful integration of theory and practice. Upon successful completion, **participants will be awarded the European Executive Master in Political Consultancy Certificate, carrying 60 ECTS credits**. They will also obtain **LBS and EAPC Alumni status and EAPC Membership**, becoming part of a global network of leading professionals in the field. Graduates will be prepared to design and lead electoral campaigns that uphold democratic values, actively combat disinformation, resist populism and extremism, and contribute to reducing political polarisation through evidence-based, truthful, and responsible communication strategies.

Apply now and become one of the pioneers shaping a new standard of excellence in political consultancy, committed to advancing ethical political leadership and **strengthening democracy worldwide!**



A MESSAGE FROM THE DEAN

«The future of democracy will depend not only on those who govern, but also on those who help shape political decisions, public debate, and democratic engagement.

This programme was created to prepare a new generation of political consultants capable of combining strategic excellence with ethical responsibility, helping democratic institutions respond to the challenges of the 21st century.»

Professor Arnaldo Costeira
 Scientific Programme Director

Dean, Lisbon Business School
 Board Member, EAPC

A EUROPEAN MISSION

Taken together, these dynamics redefine political consultancy. No longer just about winning elections or shaping narratives, but about sustaining democratic space amid growing complexity, speed, and fragmentation.

The programme builds a new generation of practitioners to strengthen democratic resilience. This is why Europe needs political consultants, not just as persuaders but as:

- > guardians of communicative integrity;
- > designers of democratic trust systems; translators of complexity into public understanding; and
- > mediators between technology, politics, and society

WHY EUROPE NEEDS BETTER POLITICAL CONSULTANTS?

THE NEW STRESS TEST OF EUROPEAN DEMOCRACY

European democracy is entering a phase of systemic stress where traditional political communication models are no longer sufficient to sustain trust, clarity, or legitimacy. The role of political consultants is therefore being fundamentally redefined — from message framers to democratic risk navigators.

Across Europe, several converging forces are reshaping the political landscape:

1. The acceleration of disinformation ecosystems

False or misleading narratives now circulate faster than institutional corrections. Digital platforms reward virality over accuracy, creating asymmetries that even well-resourced governments struggle to counter. Political consultants are increasingly required to understand not only messaging, but information integrity dynamics.

2. The normalization of populist simplification

Complex policy challenges are being reframed into emotionally charged binaries. This reduces the space for deliberation and increases polarization. Consultants must help political actors communicate complexity without surrendering clarity or emotional resonance.

3. Institutional trust erosion

Public confidence in parliaments, media, and regulatory bodies continues to decline in many Member States. This is not merely a communication problem, but a legitimacy challenge requiring more transparent, accountable, and participatory communication strategies.

4. The fragmentation of the public sphere

There is no longer a single European audience. Instead, there are thousands of micro-publics shaped by language, algorithmic curation, identity, and geography. Political strategy must adapt from mass persuasion to ecosystem thinking. In this context, political consultancy is no longer a technical profession alone. It is becoming a civic function—one that shapes how democracy is understood, experienced, and defended.

TECHNOLOGY, POWER, AND THE FUTURE OF POLITICAL INFLUENCE

The second major transformation is technological. The tools available to political actors have evolved faster than the ethical and institutional frameworks governing them.

1. Artificial intelligence and generative content

AI systems now enable the rapid production of persuasive political content at scale. This raises both opportunity and risk: while it enhances communication capacity, it also increases the potential for synthetic persuasion, deepfakes, and narrative distortion. Political consultants must develop literacy not only in using these tools, but in leading their responsible application.

2. Microtargeting and behavioural segmentation

Advanced data analytics allow campaigns to tailor messages to highly specific psychological and behavioural profiles. While effective, this raises profound questions about transparency, consent, and democratic equality—particularly when different citizens receive fundamentally different political realities.

3. The asymmetry of attention

Political competition is increasingly fought in attention markets dominated by entertainment logic. Emotional intensity often outperforms factual depth. Consultants must learn to design communication strategies that are both ethically grounded and competitively viable in this environment.

4. The risk of democratic fatigue

Constant exposure to conflict-driven political content can lead to disengagement, cynicism, and withdrawal from civic participation. This creates a paradox where more communication results in less democratic engagement.



PROGRAMME LEADERSHIP

Scientific Director
Aldo Costeira [Portugal]Academic Affairs Director
Alaa Garad [UK]Director of Professional Engagement
Sepp Hartinger [Austria]

PROGRAMME OVERVIEW

QUALIFICATION
**European Executive Master
in Political Consultancy**ACADEMIC FIELD OF STUDIES
**Political Science,
Political Communication**DURATION
9 Months /240 hoursDIPLOMA
**Executive Master [60 ECTS]
EQF level 7**PROGRAMME STRUCTURE
**12 Modules
1 Integrated Capstone Project
6 Thematic Seminars**DELIVERY FORMAT & LANGUAGE
**Executive Online Learning
English**

Certificate issued by

**LISBON
BUSINESS
& GOVERNMENT
SCHOOL**RUA DE SÃO BERNARDO 34-A
1200-825 LISBON
PORTUGAL**Strategy. Policy. Campaigns. Leadership.****Shape Political Decisions. Lead Democratic Change.**

The European Executive Master in Political Consultancy is an advanced professional programme designed to prepare the next generation of political consultants, campaign strategists, public affairs professionals, government advisers, communication directors, and elected officials. Delivered entirely in English and structured around the realities of contemporary democratic systems, the programme combines political science, strategic communication, public policy, electoral campaigning, political marketing, media performance, and digital engagement into a unique executive learning experience.

In an era marked by disinformation, political polarisation, digital transformation, and declining public trust, democratic institutions require professionals capable of designing responsible political strategies, building meaningful public engagement, and leading campaigns grounded in ethics, evidence, and democratic values. This programme equips participants with the intellectual foundations, strategic tools, and practical competencies required to navigate today's complex political environment and shape tomorrow's democratic leadership.

Who Is This Programme For?

- Political consultants
 - Campaign managers
 - Political advisers
 - Members of parliament and local government officials
 - Public affairs professionals
 - Press officers and communication directors / consultants
 - Party officials and political activists
 - Civil servants and public administration managers
 - Journalists and political analysts
 - NGO leaders and advocacy professionals
- Graduates seeking a career in politics and public affairs

No previous political experience is required, although participants should possess a strong interest in public affairs, democratic governance, and political communication.

CAREER IMPACT

Graduates of the programme will be prepared to pursue leadership roles in:

- ✓ Political parties / Political consultancy firms
- ✓ Government advisory services
- ✓ Electoral campaign organisations
- ✓ Public affairs consultancies
- ✓ Strategic communication agencies

Why Choose this Programme?

- ✓ European perspective on politics and democracy
- ✓ Executive-level practical training
- ✓ Applied political consultancy
- ✓ Theory and professional practice
- ✓ Focus on communication, campaigns and governance
- ✓ International faculty of leading experts and practitioners
- ✓ Flexible online executive format

ADMISSION CRITERIA

- Bachelor's degree (or equivalent) or Minimum 5 years experience in political fields (recommended)
- Letter of Motivation
- Letter of recommendation (plus)

PARTICIPANTS RECEIVE

- ✓ Access to all live classes
- ✓ Executive learning materials
- ✓ Textbooks and course manuals
- ✓ International masterclasses
- ✓ Faculty mentoring
- ✓ Consultancy project supervision
- ✓ Alumni membership



OUR MISSION

To educate a new generation of political consultants capable of strengthening democratic institutions, defending democratic values, combating disinformation, reducing political polarisation, and advancing ethical political leadership across Europe and beyond.

CORE VALUES OF THE PROGRAMME

The European Executive Master in Political Consultancy is built on five fundamental principles:

Democracy

Politics exists to strengthen democratic institutions and public trust.

Ethics & Human Rights

Political communication must be truthful, responsible and accountable.

Leadership

Political leadership requires vision, courage and service.

Evidence

Political decisions should be informed by research and data.

Europe

Democracy is strengthened through cooperation, pluralism and shared values.

THEMATIC MASTERCLASSES

Participants benefit from a series of exclusive seminars and executive conferences delivered by political leaders, EAPC members, and political consultancy experts.

Topics include:

- _AI in Political Consultancy
- _Campaigning Technologies
- _Politics and Communication
- _Polarisation and Disinformation
- _Political Leadership
- _Voters, Participation and Electoral Dynamics.

PROGRAMME CURRICULUM

This program is structured into **two complementary blocks** that combine theoretical foundations with practical political competencies. **The first course** focuses on understanding political systems, underlying ideas, and analytical tools for decision-making. The **second course** emphasizes applied skills in political communication, campaign strategy, and leadership. The program also includes **six thematic seminars, two conferences, and a capstone integrated project** designed to consolidate and apply the knowledge acquired throughout the course.

Overall, the curriculum offers an integrated approach that connects theory, analysis, and practice, preparing participants to operate in contemporary political environments shaped by media, digital transformation, and complex governance processes.

COURSE I POLITICAL FOUNDATIONS AND STRATEGY [24 ECTS]

M01_Public Sphere and Political Systems

Introduces the structural context of democracy, including the public sphere, media systems, and comparative political institutions. Examines participation, electoral systems, and ideological traditions shaping European politics.

M02_Political Philosophy

Presents key political thinkers and foundational ideas, linking classical and modern philosophy to concepts such as democracy and sovereignty.

M03_Political Marketing

Applies marketing principles to political contexts, focusing on voter analysis, candidate positioning, and strategic campaign planning.

M04_Opinion, Polls and Market Studies

Develops skills in political data analysis, including quantitative and qualitative research, polling methods, and voter behavior studies.

M05_Strategic Communication in Policy

Explores how credibility and trust are built through communication, including media relations, public positioning, and crisis management.

M06_Political Agenda, Government & Decision

Examines public decision-making processes, policy development, and strategic thinking within governance systems.

COURSE II POLITICAL COMMUNICATION AND CAMPAIGNS [24 ECTS]

M07_Digital Supports and Policy

Analyzes the role of digital environments in politics, including social media strategies, content production, and data-driven campaigning.

M08_Image Analysis in Politics

Focuses on visual communication, including political imagery, semiotics, and campaign design as tools of persuasion.

M09_Media Training

Builds practical skills for media performance, including interviews, debates, and press interactions.

M10_Speechwriting and Public Speaking

Develops persuasive communication through rhetoric, storytelling, and structured speech design.

M11_Electoral Campaign Management

Provides a comprehensive framework for planning and executing political campaigns, including strategy, organization, and mobilization.

M12_Political Events and Protocol

Covers event planning and protocol management as instruments of institutional communication and political legitimacy.

INTEGRATED EXECUTIVE PROJECT CAPSTONE CONSULTANCY PROJECT [12 ECTS]

Throughout the programme, participants develop an applied consultancy project addressing a real political, governmental, electoral, or public affairs challenge. The project integrates knowledge acquired across all modules and allows participants to demonstrate strategic thinking, analytical capabilities, communication planning, and campaign design skills.

The Capstone Project represents the culmination of the Executive Master and carries 12 ECTS.



APPLICATION PROCESS

Application Process

Dear applicant,

Below you will find an overview of the questions asked on the application form for the European Executive Master in Political Consultancy. Along with the questions asked in the form, applicants will also be asked to submit the following documents:

Motivation Letter [mandatory]	Please provide evidence of a visible commitment and interest in the political consultancy, political communication, or/and political affairs, along of the following questions: - What do you consider the added value of this EEMPC for you? - What are your ultimate career goals and how can this programme contribute to reaching those goals? - What value will you as a participant add to the programme and its current students?
Curriculum Vitae [mandatory]	A curriculum vitae contains a description of your current job and past experience. It should include the dates of employment, the name of the company or institution, your job title, and your responsibilities. In addition, the CV should highlight your academic background.
Copy of degree with transcripts [mandatory]	The degree copy is a digital copy of your diploma or certificate of your highest finished degree
Copy of a valid passport or ID-card {mandatory]	A digital copy of your passport or identity card.
Letter of Recommendation [Optional]	Please attach a letter of recommendation from a professional or academic reference, or from an EAPC member.

We encourage you to complete this form as thoroughly as possible. **Even if you do not meet all the mandatory requirements**, but consider that you have the skills, experience, and profile to pursue this programme, your application will still be considered. Therefore, please do not hesitate to apply. The application can be submitted without a mandatory document, but these will be required later on in the admissions process. In case of doubt, please contact the LBSchool Admission Office via admin@lbschooledu.pt.

Thank you in advance for your efforts, we look forward to receiving your application.

Yours sincerely,

Executive Education Admission Office at the Lisbon Business & Government School



APPLICATION FORM



Application Process

1

Print and complete the form in clear, legible handwriting.

2

Scan and attach the completed form along with all required documents, and

3

send the form and documents (pdf) to **admin@lbschooledu.pt** indicating the course code **EE MPC26**



ADMISSIONS OFFICE

☐ APPLICATION VERIFIED

Attached Documents

- ☐ Motivation Letter
☐ Curriculum Vitae
☐ Copy of degree/training
☐ Copy of passport/ID-card
☐ Letter of Recommendation

Authorized Payment Option

- ☐ Full Payment ☐ Discount
☐ Instalments
 Scholarship? ☐ Yes ☐ No

Office Stamp/Date/Signature

Personal Details

Full Name Street Address City State/Province/Region Zip/Postal Code Country Date of birth City of birth Nationality Phone number Email Address

Current Employments Details

Are you currently employed? ☐ Yes ☐ No Total years of career experience Name of organisation Job title Phone number Email Address Business Address City State/Province/Region Zip/Postal Code Country

Education

Provide a short chronological overview of the university and/or higher professional education programmes you followed. A detailed description should be in your curriculum vitae.

Name of the institution (Entry 1) Name of degree (Entry 1) Date of degree/training (Entry 1) Name of the institution (Entry 2) Name of degree (Entry 2) Date of degree/training (Entry 2)

Tuition and Fees

Payment Method ☐ Credit / Debit Card ☐ Bank Transfer
 Payment Option ☐ Full [5% discount] ☐ Instalment Plan [4X] ☐ Instalment Plan [6X]

Invoice Details ☐ Private ☐ Business* [details to be requested later]



Robert Schuman

"Europe will not be made all at once.
It will be built through concrete
achievements."

ROBERT SCHUMAN
Founding Father of the European Union



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