POLS 7280 – Directed Readings in Politics

POLITICAL MARKETING

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Course Content and Description

This course focuses on the theory, practice, and analysis of political marketing, one of the newest subfields in political science research. The student will be exposed to cutting-edge scholarship on the strategies and communication techniques employed by political professionals in North America and Europe, with a special focus on the United Kingdom, United States, and Canada. Major themes addressed include: the rise of the political market and consumer; the development of political market intelligence; the process of political branding; the use of marketing in government; and the democratic implications of political marketing. The student is expected to meet weekly with the instructor, while submitting written précis on selected readings. The student will write two (2) book reviews, and develop a thesis proposal as part of his final assignment.

Course Evaluation

- Two (2) Book Reviews @ 10% each 20%
- One (1) Thesis Proposal and Literature Review 40%
- Weekly Précis 40%
Course Schedule

Module 1: The Political Market and the Rise of the Political Consumer

Required:


Recommended:


Module 2: Introduction into Political Marketing

Required:


**Recommended:**


**Module 3: Political Marketing Strategy**

**Required:**


Module 4: Market Analysis & Psychographics

Required:


View The Persuaders: http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/ (DVD available from instructor)

Recommended:


Module 5: Product Development and Branding

Required:


Recommended:


Keenan, Elizabeth (2007) 'Kevin 07: Labor’s winning brand.' *Time*, December 3 pp. 24-31


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**Module 6: Internal Marketing**

**Required:**


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**Module 7: Marketing Communications and Campaigns**

**Required:**


**Recommended:**


Robinson, Claire (2009), 'Vote for me' Political advertising, pp. 73-89, in Informing Voters? Politics, media and the New Zealand Election 2008 by Chris Rudd, Janine Hayward and Geoffrey Craig, Pearson Education

**Module 8: Marketing in Government**

**Required:**


**Recommended:**


**Module 9: Political Marketing in the United Kingdom**

**Required:**


**Recommended:**


**UK Labour Party**


Lees-Marshment, Jennifer (2008). *Political marketing and British political parties (2nd edn.)*. Manchester University Press.


**UK Conservative Party**


**Module 10: Political Marketing in the United States**

**Required:**


Johnson, Dennis (2007). *No place for amateurs (2nd edn.).* Routledge USA.


**Recommended:**


**Module 11: Political Marketing in Canada and Beyond**

**Required:**


**Module 12: Political Marketing and Democracy**

**Required:**


Recommended:


Temple Mick (2010) ‘Political marketing, party behaviour and political science' in Lees-Marschment, Stromback and Rudd (eds) Global political marketing (Routledge)

Assignments

Each week the student will provide a 1000-1500 word précis reviewing the assigned readings in a critical manner. After submitting the précis to the instructor (electronically), the student will meet with the instructor to review that week’s readings.

The student will submit two (2) critical book reviews as part of this course. Books may be chosen from the “Recommended” (but not “Required”) reading list; alternative titles must receive the approval of the instructor.

The final assignment will be the student’s thesis proposal, including a detailed literature review and proposed research design.
**Important Information and Reminders**

**CONTACTING YOUR INSTRUCTOR**
Students requiring assistance are encouraged to speak to their instructor during class or office hours. Should you wish to meet with the instructor outside of office hours, please telephone or email him to make an appointment. It is to the student’s advantage to keep such appointments.

**EMAIL POLICY**
Email is commonly used by students to communicate with their instructor. However, it does limit the effectiveness of the communications and may not be the best way for instructors to answer student questions, especially those requiring an explanation of concepts covered in this course or some personal concerns. Therefore the instructor may request a telephone call or personal meeting. The instructor will endeavour to respond to all student emails within 24 hours, Monday to Friday. Emails will not be addressed on evenings or weekends.

**ABSENCES**
Students should view their attendance and engagement in lectures as a crucial responsibility. Legitimate absences, such as those resulting from emergency or illness, should be reported to the instructor with appropriate documentation to avoid penalty. Students may be required to submit a written précis in lieu of class attendance. Permission to reschedule midterm examinations, quizzes, and tests is normally given only in cases of illness, domestic affliction, or religious conviction. In such circumstances, you should inform the instructor as soon as possible and supply appropriate documentation. In the case of a missed midterm examination, quiz, or test, you must contact the instructor within 48 hours.

**ACADEMIC HONESTY**
Academic honesty is the cornerstone in the development of knowledge. Students should acquaint themselves with the University’s policy on plagiarism, academic fraud, cheating, and examination impersonation (see the U of M Undergraduate Calendar 2008-2009). The Faculty of Arts also reserves the right to submit student work that is suspected of being plagiarized to Internet sites designed to detect plagiarism. Students are required by the Department to retain a copy of each assignment submitted to their instructors.