**POLM5014**

**Political Marketing**

## Course Outline Fall 2013

Professor: Dr. André Turcotte

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Lectures: Thursdays 18:00 – 21:00 – **with exceptions (see below)**

Office Hours: Thursdays – 15:30 – 17:30

Or by appointment

**Special Guest Lecturer: Dr. Jennifer Lees-Marshment – University of Auckland – New Zealand**

# Objectives

Political Marketing has been defined as “the application of business marketing concepts to the practice and study of politics and government. With political marketing, a political organization uses business techniques to inform and shape its strategic behaviours that are designed to satisfy citizens’ needs and wants. Strategies and tools include branding, e-marketing, delivery, focus groups, GOTV, internal marketing, listening exercises, opposition research, polling, public relations, segmentation, strategic product development, volunteer management, voter-driven communication, voter expectation management, and voter profile.” (Marland et al., 2012: 262) As Marland, Giasson and Lees-Marshment noted: “The sophistication and dissemination of communications and research technology, and the competitive pressures to reflect the needs and wants of the electoral market, are changing Canadian democracy.” (2012: xi). This course is an exploration of this change.

Political marketing is a relatively new way to examine politics but is at the intersection of several much older concepts associated with the practice of politics. The discipline expands on the brokerage model of party politics, draws on the deep understanding of the nature and measurement of public opinion and is inspired by age-old campaign practices. However, the new discipline speaks in terms of market-oriented political parties, market intelligence and segmentation.

Because the field is multi-faceted, some focus was necessary in order to cover the basic dimensions of political marketing. Accordingly, the course is divided in three sections:

Section 1 – The Fundamentals of Political Marketing

Section 2 – Basic Concepts and Applications in Political Marketing

This section will be taught by Visiting Fellow Dr. Jennifer Lees-Marshment from the University of Auckland, New Zealand.

Section 3 – Special Topics in Political Marketing

* **As with other courses in the Riddell MPM, the equivalent of 13 weeks of lectures will be delivered. However, as a result of the visit by Dr. Lees-Marshment, the format will vary from the typical weekly lectures. Make sure to follow the lectures outline below.**

The following text has been ordered for this course:

Marland, Alex, Giasson, Thierry and Lees-Marshment, Jennifer, eds., **Political Marketing in Canada,** Vancouver: UBC Press, 2012.

# Academic Accommodations

You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

**Pregnancy obligation**: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit the Equity Services website: http://www2.carleton.ca/equity/

**Religious obligation**: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit the Equity Services website: http://www2.carleton.ca/equity/

**Academic Accommodations for Students with Disabilities:** The **Paul Menton Centre** for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your ***Letter of Accommodation*** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*) at http://www2.carleton.ca/pmc/new-and-current-students/dates-and-deadlines/ You can visit the Equity Services website to view the policies and to obtain more detailed information on academic accommodation at http://www2.carleton.ca/equity/

**Plagiarism:** The Undergraduate Calendar defines plagiarism as: "to use and pass off as one's own idea or product, work of another without expressly giving credit to another." The Graduate Calendar states that plagiarism has occurred when a student either: (a) directly copies another's work without acknowledgment; or (b) closely paraphrases the equivalent of a short paragraph or more without acknowledgment; or (c) borrows, without acknowledgment, any ideas in a clear and recognizable form in such a way as to present them as the student's own thought, where such ideas, if they were the student's own would contribute to the merit of his or her own work.

Instructors who suspect plagiarism are required to submit the paper and supporting documentation to the Departmental Chair who will refer the case to the Dean. It is not permitted to hand in the same assignment to two or more courses.

**Oral Examination:** At the discretion of the instructor, students may be required to pass a brief oral examination on research papers and essays.

**Expectations:**

Students are expected to come to class prepared and on-time. Several guests were invited to participate in the course and tardiness is disruptive and must be avoided as much as possible. Cell phones and Smart phones are to be put on “vibrate” and be used only for emergency.

Efforts will be made to follow the schedule described above. However, because of the nature of the polling business and the practitioners who are involved in that industry, potential changes are possible. Any unexpected scheduling change will be communicated to students in advance and via email.

# Evaluation

**Section 1 Assignment (40%) – Take-Home Exam**

At the conclusion of the first section, a take-home exam will be distributed. The take-home exam will comprised of 4 essay questions and each student will choose to answer 2 questions. Each answer will be approximately 10 double-spaced pages.

**Section 2 Assignment (40%) – Analyzing a Campaign from a Political Marketing Perspective**

**Section 3 Assignment (20%) - Confidential Memorandum**

The most often used method to communicate research findings to clients is through a “**Confidential Memorandum.”** A Confidential Memorandum is designed to give short, quick, high level findings and strategic directions to the client as the project is under way.

For this assignment, each student will write a 3-page memo about “Behind the Mirror” lecture (details and date to follow). The format will be as follows:

***Confidential Memorandum***

***DATE***

***To: Andre Turcotte, Ph.D***

***From:***

***Re: 2014 Manning Centre Barometer***

***To follow are the main findings and strategic implications of the qualitative research phase conducted in Ottawa on (DATE)…***

* The memo will be due by 9AM the following morning (my email address)

**Lectures**

September 5th, 2013 – Introduction and Review of the Course

**Section One – The Fundamentals of Political Marketing**

**September 12th, 2013 – Lecture: Understanding the Marketplace**

Reading:

Marland, Alex, Giasson, Thierry and Lees-Marshment, Jennifer, eds., **Political Marketing in Canada,** Vancouver: UBC Press, 2012 – Part 1

**September 19th, 2013 – Lecture: Political Product Development**

Reading:

Marland, Alex, Giasson, Thierry and Lees-Marshment, Jennifer, eds., **Political Marketing in Canada,** Vancouver: UBC Press, 2012 – Part 2 (except chapter 5)

**September 26th, 2013 – Lecture: Reaching In and Out**

Reading:

Marland, Alex, Giasson, Thierry and Lees-Marshment, Jennifer, eds., **Political Marketing in Canada,** Vancouver: UBC Press, 2012 – Parts 3 and 4

**Take-Home Exam Distributed on September 26th, 2013, and DUE ON OCTOBER 2nd, 2013**

**Section 2 – Basic Concepts and Applications in Political Marketing**

**Visiting Fellow – Dr. Jennifer Lees-Marshment**

**October 2nd, 2013 – Lecture – Understanding your Public**

**October 3rd, 2013 – Lecture – Responding to the Public**

**October 4th, 2013 – Afternoon Lecture – Communicating to the Public**

Dinner with Jennifer

**October 10th, 2013 – Lecture – Delivering to the Public and Final Lessons**

**Evaluation DUE October 24th, 2013**

**Section 3 – Special Topics in Political Marketing**

**October 24th, 2013 – Lecture: Marketing for Political Persuasion**

Guest Lecturer: Hugh MacPhie

October 31st – Reading Week

**November 7th, 2013 - Lecture: Targeting the Message**

Reading:

Marland, Alex, Giasson, Thierry and Lees-Marshment, Jennifer, eds., **Political Marketing in Canada,** Vancouver: UBC Press, 2012 – chapter 5

**November 21st, 2013 – “Behind the Mirror” – Details to be determined**

**November 28th, 2013 - Lecture: Big Data**

Optional Reading:

Issenberg, Sasha, **The Victory Lab,** New York: Crown Publishers, 2012.