

PCM412: Political Marketing: Methods, Prospects and Consequences



**Module leader:
Dr. Robin T. Pettitt**

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Dr. Robin t. Pettitt

Room: T705

Office hours: Mondays 15.00-17.00

Module Summary

This module is designed to allow students to explore the methods of political marketing, as well as the consequences of the spread of political marketing. The module will examine the impact of political marketing on political organisations, their ability to represent and lead, and the implications of political marketing for democracy generally.

Most of the literature of political marketing is based around political parties. However, the issues explored in the context of political parties have wider implications for the marketing of other organisations and even governments.

Aims

- To allow students to explore the strategies of political marketing
- To allow students to critically reflect on the impact of political marketing on political organisations and democracy generally
- To give the students the opportunity to explore the use of political marketing in practice

Learning Outcomes: on successful completion of the module, students will be able to:

1. Show a detailed knowledge of the main approaches to political marketing
2. Critically evaluate the uses and consequences of political marketing
3. Apply the principles of political marketing in practice
4. Critically assess real life examples of political marketing

Module Contents:

- Defining Political Marketing
- Political Marketing Strategy
- Understanding the political market
- Developing the product
- Internal marketing
- Marketing communication and campaigns
- Delivering the product
- Political marketing and democracy
- Case studies

Schedule

<i>Week</i>	<i>Topic</i>
1	Introduction to the module
2	Defining political marketing
3	Political marketing strategy
4	Understanding the political market
5	Developing the product
6	Internal marketing
7	Marketing communication and campaigns
8	Delivering the product
	Easter
9	Political marketing and democracy
10	Case studies
11	Case studies

Assessment

2000 word essay 70%

...and...

1000 word political marketing based critical evaluation of a piece of primary political campaigning literature 30%

Essay questions

Respecting your status as emerging scholars I have not set any essay questions. What I want you to do is formulate your own question as the module progresses. These may be based on the suggestions in the textbook (details of which are below), or something which you have a special interest in.

Introduction to the Literature

The book students are expected to purchase is:

Jennifer Lees-Marshment (2009) *Political Marketing: Principles and Applications*, London, Basingstoke, in the below referred to as **PMPA**.

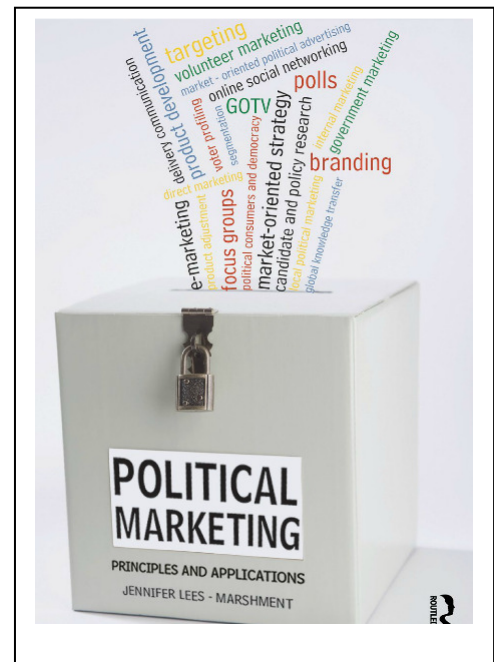
There is a large and growing literature on political marketing. These are some good books that cover a range of issues:

Lees-Marshment, Jennifer (2012) *Routledge Handbook of Political Marketing*, London, Routledge

Lees-Marshment, Jennifer, Jesper Stromback and Chris Rudd (eds) (2010) *Global Political Marketing*, London, Routledge

Lilleker, Darren G. and Jennifer Lees-Marshment (2005) *Political Marketing: a comparative perspective*, Manchester, Manchester University Press

The European Journal of Marketing is available through the library webpage and has a lot of articles on political marketing.



By Topic:

Defining Political Marketing

PMPA chs. 1 and 2

Butler, Patrick and Neil Collins (1994) 'Political Marketing: Structure and Process' *European Journal of Marketing*, 28, 1

Dann, Stephen, Harris, Phil, Sullivan Mort, Gillian, Fry, Marie-Louise and Wayne Binney (2007) 'Reigniting the Fire: A Contemporary Research Agenda for Social, Political and Nonprofit Marketing'. *Journal of Public Affairs*, 7, 3

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

Lees-Marshment, Jennifer (2012), 'Conclusion: New directions in political marketing practice, political marketing and democracy and future trends' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Lees-Marshment, Jennifer (2001) 'The Marriage of Politics and Marketing' *Political Studies*, 49, 4

Lilleker, Darren (2007). 'What is political marketing: a conceptual discussion'. UK PSA Conference. Available online at <<http://www.psa.ac.uk/journals/pdf/5/2007/Lilleker.pdf>>.

Linus, Osuagwu (2008) 'Political Marketing: Conceptualisation, Dimensions and Research Agenda', *Marketing Intelligence & Planning* 26, 7

Harris, P. and A. Lock (2010) "'Mind the Gap": the rise of political marketing and a perspective on its future agenda' *European Journal of Marketing*, 44, 3-4

Moloney, Kevin (2004). 'Is political marketing new words or new practice?' UK PSA Conference. Available online at <<http://www.psa.ac.uk/journals/pdf/5/2004/Moloney.pdf>>

O'Cass, Aron (1996) 'Political marketing and the marketing concept' *European Journal of Marketing*, 30, 10-11

O'Shaughnessy, Nicholas J. (1990) *The Phenomenon of Political Marketing*, London, Macmillan.

Scammell, Margaret (1999) 'Political Marketing: Lessons for Political Science' *Political Studies*, 47, 4

Political Marketing Strategy

PMPA ch. 3

Butler Patrick and Neil Collins (1996) 'Strategic Analysis in Political Markets' *European Journal of Marketing*, 30, 10-11

Braun, Alexander (2012), 'The Role of Opinion Research in Setting Campaign Strategy' in Jennifer Lees-Marshment (ed), *Routledge Handbook of Political Marketing*, London, Routledge

Harada, Susan & Helen Morris (2012) 'Niche Marketing the Greens in Canada and Scotland' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Mochrie, Robbie (2003) 'Niche Marketing as an Entry Strategy: Formation and Growth of the Scottish Socialist Party' Paper presented at the PSA Annual Conference, University of Leicester, 15-17 April 2003.

Busby, Robert (2012), 'Selling Sarah Palin: political marketing and the 'Wal-Mart Mom'' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Lederer, A., F. Plasser and Scheucher, C. (2005) 'The Rise and Fall of Populism in Austria - A Political Marketing Perspective' in D. G. Lilleker & J. Lees-Marshment (eds), *Political Marketing in Comparative Perspective*, Manchester, Manchester University Press

Lees-Marshment, J (2006) 'Political marketing theory and practice: a reply to Ormrod's Critique of the Lees-Marshment Market-Oriented Party Model', *Politics*, 26, 2

Marland, Alex (2003) 'Marketing Political Soap: A Political Marketing View of Selling Candidates Like Soap, of Electioneering as a Ritual, and of Electoral Military Analogies.' *Journal of Public Affairs*, 3, 2

Ormrod, Robert P. (2006) 'A Critique of the Lees-Marshment Market-Oriented Party Model', *Politics*, 26, 2

Winder, Georg and Jens Tenscher (2012) 'Populism as Political Marketing Technique', in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Understanding the political market

PMPA ch. 4

Bannon, Declan (2004) 'Marketing Segmentation and Political Marketing' Paper presented to the UK Political Studies Association. See < <http://www.psa.ac.uk/journals/pdf/5/2004/Bannon.pdf>>

Baines, Paul R., Phil Harris and Barbara R. Lewis (2002) 'The political marketing planning process: improving image and message in strategic target areas' *Market intelligence and Planning*, 20, 1

Bingham, L. B., Nabatchi, T. & O'Leary, R. (2005) 'The new governance: practices and processes for stakeholder and citizen participation in the work of government' *Public administration review*, 65, 5

Birch, Lisa and Francois Petry (2012) 'The Use of Public Opinion Research by Government: Insights from American and Canadian Research' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Braun, Alexander (2012), 'The Role of Opinion Research in Setting Campaign Strategy' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Butler, Patrick and Neil Collins (1996) 'Strategic analysis in political' *European Journal of Political Marketing*, 30, 10-11

Lees-Marshment, Jennifer (2012) 'Making Space for Leadership: the scope for politicians to choose how they respond to market research' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

O'Cass, A. & Pecotich, A. (2005) 'The Dynamics of Voter Behaviour and Influence Processes in Electoral Markets: A Consumer Behaviour Perspective' *Journal of Business Research* 58, 4

Phillips, J. M., T. J. Reynolds, et al. (2010). 'Decision-based Voter Segmentation: an application for campaign message development', *European Journal of Marketing* 44, 3-4

Rothmayr, Christine, and Sibylle Hardmeier (2002) 'Government and Polling: Use and Impact of Polls in the Policy-Making Process in Switzerland' *International Journal of Public Opinion Research* 14, 2

Smith, Gareth and Andy Hirst (2001) 'Strategic political segmentation: a new approach for a new era of political marketing' *European Journal of Marketing*, 35, 9-10

Developing the product

PMPA ch. 5

Conley, Brian Matthew (2012) 'The Politics of Hope: The Democratic Party and the Institutionalization of the Obama Brand in the 2010 Mid-term Elections' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Cotrim Maciera, Josiane (2005) 'Change to Win? The Brazilian Workers' Party's 2002 General Election Marketing Strategy' in Darren G. Lilleker and Jennifer Lees-Marshment (eds), *Political Marketing: A Comparative Perspective*, Manchester, Manchester University Press.

Davies, G. and T. Mian (2010). 'The Reputation of the Party Leader and of the Party Being Led', *European Journal of Marketing* 44, 3-4

Dominic, Wring (1996) 'Political marketing and party development in Britain: a "secret" history' *European Journal of Marketing*, 30, 10-11

Dominic, Wring (2004) *The Politics of marketing the Labour Party*, Basingstoke, Palgrave MacMillan

French, A. and G. Smith (2010) 'Measuring Political Brand Equity: a consumer oriented approach' *European Journal of Marketing* 44, 3-4

Ingram, Peter, and Jennifer Lees-Marshment (2002) 'The Anglicisation of Political Marketing: How Blair "out-Marketed" Clinton' *Journal of Public Affairs*, 2, 2

Knuckey, Jonathan, and Jennifer Lees-Marshment (2002) 'American Political Marketing: George W. Bush and the Republican Party' Paper presented at the PSA Annual Conference, University of Aberdeen, 5-7 April 2002.

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O'Shaughnessy, Nicholas K. And Stephan C. Henneberg (2007) 'The selling of the president 2004: a marketing perspective' *The Journal of Public Affairs*, 7, 3

Rudd, Chris (2005) 'Marketing the Message or the Messenger?' In Darren Lilleker and J. Lees-Marshment (eds) *Political Marketing in Comparative Perspective*, Manchester, Manchester University Press.

Internal marketing

PMPA ch. 6

Bannon, Declan (2005a) 'Internal Marketing and Political Marketing' UK PSA conference paper. See <<http://www.psa.ac.uk/journals/pdf/5/2005/Bannon.pdf>>

Bryant, Illana (2008) 'An inside look at Obama's Grassroots Marketing' *Adweek*, March 12 2008. Accessed from <http://www.adweek.com/aw/content_display/community/columns/other-columns/e3i714b5acb6525107fda1eb890ff94a48a> on April 1 2008.

Dean, Dianne, and Robin Croft (2001) 'Friends and Relations: Long-Term Approaches to Political Campaigning' *European Journal of Marketing*, 35, 11-12

Hughes, A. and Dann, S. (2006) 'Political Marketing and Stakeholders: Australia and New Zealand' Marketing Academy Conference, Queensland University of Technology, Brisbane, Queensland, December 4-6 2006. See <http://conferences.anzmac.org/ANZMAC2006/documents/Hughes_Andrew2.pdf>

Lilleker, Darren G. (2005). The Impact of Political Marketing on Internal Party Democracy. *Parliamentary Affairs*, vol. 58(3): 570-584.

Pettitt, Robin T. (2012) 'Internal Party Political Relationship Marketing: encouraging activism amongst local party members', in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Rogers, Ben (2005) 'From Membership to Management? The Future of Political Parties as Democratic Organisations' *Parliamentary Affairs*, 58, 3

Van Aelst, Peter, Joop van Holsteyn and Ruud Koole (2012) 'Party Members as Part-time Marketers: using relationship marketing to demonstrate the importance of rank-and-file party members in election campaigns' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Marketing communication and campaigns

PMPA ch. 7

Johnson, Dennis W. (2012) 'Campaigning in the Twenty-first Century: Change and Continuity in American Political Marketing' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Esser, F. Reinemann, C. Fan, D., (2000) 'Spin Doctoring in British and German Election Campaigns: how the press is being confronted with a new quality of political PR' *European Journal of Communication* 15, 2

Jackson, Nigel A. (2012) 'Underused Campaigning Tools: political public relations' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Newman, Bruce (2001) 'Assessment of the 2000 US presidential election: a set of political marketing guidelines' *Journal of Public Affairs*, 1, 3

O'Shaughnessy, Nicholas K. And Stephan C. Henneberg (2007) 'The selling of the president 2004: a marketing perspective', *The Journal of Public Affairs*, 7, 3

Scammell, Margaret (1996) 'The odd couple: marketing and Maggie' *European Journal of Marketing*, 30, 10-11

Sackman, Adrian Ivan (1996) 'The learning curve towards New Labour: Neil Kinnock's corporate party 1983-92' *European Journal of Marketing*, 30, 10-11

Delivering the product

PMPA ch. 8

Bara, J. (2005) 'A Question of Trust: Implementing Party Manifestos' *Parliamentary Affairs*, 58, 3

Butler, Patrick and Neil Collins (2001) 'Payment on delivery: Recognising constituency service as political marketing' *European Journal of Marketing*, 35, 9-10

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Esselment, Anna (2012), 'Delivering in Government and Getting Results in Minorities and Coalitions' in Jennifer Lees-Marshment (ed) *Routledge Handbook of Political Marketing*, London, Routledge

Hamburger, Peter (2006) 'The Australian Government Cabinet Implementation Unit. In Improving Implementation: Organisational Change and Project Management' ANZSOG/ANU. Accessed from <http://epress.anu.edu.au/anzsog/imp/mobile_devices/ch18.html%20accessed%20April%2011%202008

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Promise, (2005) 'On Blair and re-connecting' see:
http://www.promisecorp.com/casestudies/pr_case_labour.pdf

Van der Hart, Hein W. C. (1990), 'Government Organisations and their Customers in the Netherlands: Strategy, Tactics and Operations', *European Journal of Marketing*, 24: 7

Political marketing and democracy

PMPA ch. 10

Baines, Paul and Robert- M. Worcester (2005) 'When the British 'Tommy' Went to War, Public Opinion Followed' *Journal of Public Affairs*, 5, 1

Banker S. (1992) 'The ethics of political marketing practices, the rhetorical perspective' *Journal of Business Ethics*, 11, 11

Collins, Neil, and Patrick Butler (2003) 'When Marketing Models Clash with Democracy' *Journal of Public Affairs*, 3, 1

Doulkeri, Tessa and Iordanis Kotzaivazogolou (2006) 'Political marketing and democracy: does political marketing strength or threaten democracy' Paper presented to the UK Political Studies Association.

Henneberg, Stephan C., Margaret Scammell, and Nicholas J. O'Shaughnessy (2009). 'Political Marketing Management and Theories of Democracy' *Marketing Theory*, 9, 2

Jacobs, Lawrence R. and Robert Y. Shapiro (2000) 'Polling and Pandering', *Society*, 37, 6

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Ozanne, J. L. and C. Corus (2009) 'The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy and Marketing' *Journal of Public Policy and Marketing*, 28, 1