



**Political Studies
Association**

Political Marketing Group

Website: <https://sites.google.com/site/psapmg/home>

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Newsletter – March/April 2014

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The Political Marketing Group Committee 2013



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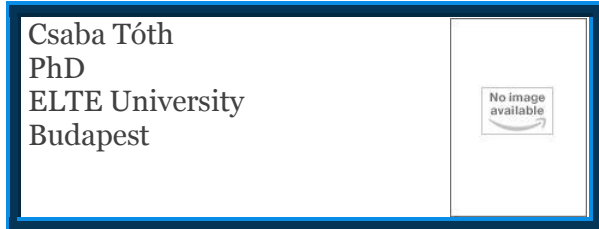
Notes:

* = New Co-ordinator(s)

If anyone would like to get involved and go on the committee, please let our Communications Officer Jennifer Lees-Marshment know (j.lees-marshment@auckland.ac.nz). We are always looking for people!

Trends in Political Marketing

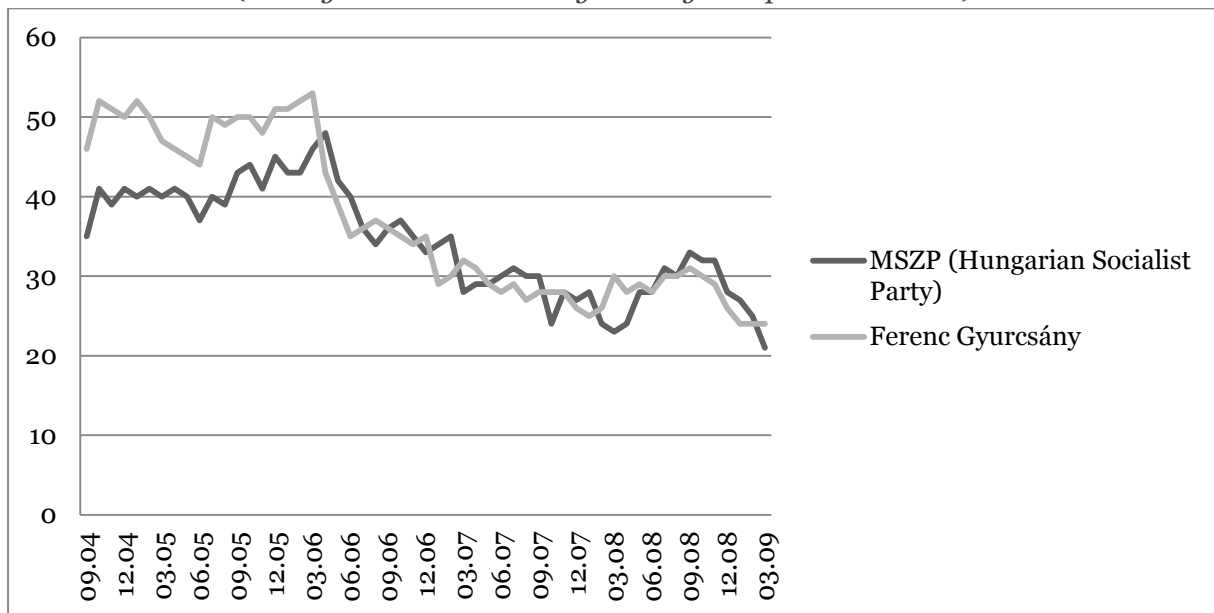
The Rise and Fall of the Hungarian Socialist Party: A Political Marketing Interpretation



Hungarian politics, once regarded as the most stable in the Central Eastern European region, turned increasingly volatile around 2005-2006. From 1990 to 2002, no government was able to win re-election – thus, Hungary alternated between left and right every four year. In 2004, however, the Socialist-led government decided to change its prime minister to bolster its chances for 2006.

By electing the charismatic Ferenc Gyurcsány as its leader, the Socialists managed to gain re-election. However, shortly after this success, their popularity began to sink and by 2010, their opponents, the right-wing Fidesz managed to gain a two-thirds majority and crush the Socialists. Ferenc Gyurcsány himself became such an unpopular figure that even today, in 2014, the Fidesz campaign for re-election aims at attacking him personally. Diagram 1. displays the changing support for the Socialist Party and its leader, Ferenc Gyurcsány from 2004 until 2009. Notice the sharp drop in 2006, just after the election victory in April.

Diagram 1. Support for the Hungarian Socialist Party and Ferenc Gyurcsány¹
(during the time Ferenc Gyurcsány was prime minister)



¹ From Ipsos research monthly opinion polls(<http://www.ipsos.hu/site/graph?type=2>); party support among likely voters; Ferenc Gyurcsány approval rating on a scale of 1-100.

How can the same, charismatic leader ensure the first ever re-election of a post-communist government – only to become the most hated figure in politics a few years afterwards? I believe the best interpretation is provided by the political marketing approach; namely, the difference between the sales- and marketing-orientation of parties². Gyurcsány managed to transform the Socialist Party to a market-oriented party between 2004 and 2006. After his victory, however, he gave up this market-orientation and returned the party to a sales-oriented approach: he focused on the policy aspects of his program without attempting to connect it to voters' expectations. Abandoning the market orientation in government is a common problem for political parties and led to catastrophic results for the Hungarian Socialists.

Changing to marketing orientation before an election is not uncommon for successful parties and requires less explanation than the return to the sales orientation. In 2004, the Socialist Party was trailing the opposition Fidesz by 10 points; its leader and prime minister, Peter Medgyessy was deeply unpopular. The party had the option to choose from two candidates: Peter Kiss, the nominee of the party leadership, and a relative outsider, Ferenc Gyurcsány. Gyurcsány managed to win by promising to defeat Viktor Orbán. Not only was he the more popular choice than his rival – he was especially popular among the voters the Socialists needed to convince to win the

² The analysis draws on the approach developed by Jennifer Lees-Marshment; a detailed description is found in Lilleker, Darren G. – Lees-Marshment, Jennifer: Introduction: rethinking political party behaviour. In: Lilleker, Darren G. – Lees-Marshment, Jennifer (eds.): Political marketing. A comparative perspective. Manchester University Press; 2005; p. 1-14.

elections. According to Median research³, on a scale of 1-100, both his predecessor, Medgyessy and Gyurcsány was standing at 70 points among Socialist voters – Gyurcsány's lead was a result of beating Medgyessy 40 to 25 among Fidesz and undecided voters. Not only did the Socialists choose a more popular leader – they specifically embraced the politician more popular in their target group.

The Socialists won the elections of 2006 on a left-leaning political program, promising increases in social services – afterwards, however, they quickly introduced austerity measures and “reform” initiatives aimed at transforming – among other areas – the health care sector. Austerity measures usually decrease the popularity of the government – this by itself would not prove a change back to a sales-orientation. However, not only did the Socialists embark on this austerity program; they disregarded what voters would have required from them and communicated only what was important from a policy stand point; a typical sign of a sales-orientation.

The health care reform that the Socialists introduced after 2006 has some more and some less popular elements. A market-oriented approach would have been to concentrate on the elements more in line with voter's expectations. The sales-oriented approach would have focused on what is most important from the policy standpoint. As Table 1. shows, the government was moderately successful in changing public perceptions where it tried – but instead of focusing on the elements of the reform that would have been important to voters, they talked about the elements they considered to be “core” areas of the program – a typical attitude for a sales-oriented approach.

³ www.median.hu

Table 1. Support for different parts of the government health care package⁴

	Support (%): November 2006.	Government communication focus	Support (%): February 2007	Change (%)
<i>Radical reform in health care sector is needed</i>	56	No	59	+3
<i>A multi-insurance model should be introduced</i>	36	No	34	-2
<i>Privatisation of hospitals should be allowed</i>	32	No	35	+3
<i>A fee should be introduced when seeing a doctor</i>	18	Yes	28	+10
<i>A fee should be introduced when staying at a hospital</i>	10	Yes	21	+11

As a results, although the Socialists originally started their second term as a left-leaning party, the increasingly became associated with a free market agenda. Table 2 shows very clearly that the public perceived them as the party of elites and entrepreneurs – and not as the party of labourers and wage earners.

Table 2. Which social groups do political parties represent?⁵ (2008)

	“MSZP represents the group” (original scale: 1=not at all; 5=completely; fitted to a scale of 1-100)	Respondents reporting being “closest” to the group (% of respondents)
Social elite, society leaders	62,6	0
Intellectuals	32,4	6,1
Minorities, roma people	22,3	3,6
Entrepreneurs	18,7	3,5
Pensioners	15	20,7
Middle class	13	5,2
Wage earners	9,4	24,2
Lower class	7,5	5,6

When a politician slips in the polls, like what happened to Gyurcsány after 2006, his rating across the board deteriorate. Nonetheless, with Gyurcsány, the decrease of perceived competence did not occur evenly in all dimensions. Table 3 presents a strong argument for the case that the prime minister abandoned market orientation. While he trailed his rival Orbán in many dimensions, the most pronounced difference occurred in what is the essence

⁴ From: Hann Endre et al. 2008. A politikai közvélemény a Medián kutatásainak tükrében. In: Sándor Péter – Vass László (szerk.): *Magyarország politikai évkönyve 2007-ről*. Budapest: Demokrácia Kutatások Magyar Központja Közhasznú Alapítvány; DVD melléklet. 4-5. table [The electorate in light of research by Median institute]

⁵ Data from panel research of Hungarian „Választáskutatás” {“Electoral research”) studies; reference number 0089/NA/2008-3/ÖP-9, financed by Norwegian Grants, conducted by Szonda Ipsos, Median, Tarki organisations. Total n=3122. Methodological description (*Hungarian only*): <http://www.valasztaskutatas.hu/eredmenyek/kutatas-jelentesek/rkkutjel/kutatasi-dokumentacio-a-2009-es-masodik-panelhullamrol/view>

of marketing orientation: “listening to the opinions and problems of people” – the area which was, unsurprisingly, the most important to voters. Despite the fact that he could retain the perception of some economic competence, this had no bearing on voters’ overall opinion – as this was not the area important to them.

Table 3. Political qualities and voters’ preferences⁶

original question: “Do these statements accurately describe Ferenc Gyurcsány and Viktor Orbán? and “How important are these characteristics to you personally?”

	<i>“Listens to the opinions and problems of people”</i>	<i>“Familiarises himself with the details of the issues”</i>	<i>“Has clear political objectives”</i>	<i>“Is firm and willing to debate his points”</i>	<i>“Competent in economic issues”</i>	<i>“Approaches issues pragmatically”</i>
Percentage of respondents saying “very characteristic” of Ferenc Gyurcsány	2,42	2,90	2,95	3,14	2,98	2,88
Percentage of respondents saying “not characteristic at all” of Ferenc Gyurcsány	40,1	29,3	28,6	23,7	24,9	27,6
Difference between score of Viktor Orbán and Ferenc Gyurcsány on a scale of 5	1,15	0,77	0,84	0,68	0,62	0,64
Percentage of voters naming the statement “most important”	45,1	15,9	16,2	7,3	12,0	2,7

Market-oriented politicians want not only to communicate their message – but devise them according to the expectations of voters. It was in this dimension that Ferenc Gyurcsány was unsuccessful: although he was successful in changing perceptions on issues he talked about and could retain a measure of economic competence, this was not what voters wanted from him. Failure to resonate to voter expectations – to follow the market orientation that led to his victory in the past – was an important reason he had to resign from his position in 2009.

⁶ Data: see note 5.

Political Marketing Research: What are Professor's Attitudes to a Possible New Russian Empire?

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In the last days, Russian President Mr. Vladimir Putin little disappointed his supporters, and protectors of “big Russian empire” until Russian professor, so called father of “Euro-Asians” Dugin said in mass media that some following night to the day than brave Maiden of Kiev won over the corrupt President Janukovitsch and his police unit - “Berkut”, could be very crucial for Putin. And Putin appeared as an “iron man” against public, sent his troops to Sevastopol, invaded the sovereign country and tried to split the Ukrainian nation into two hateful camps: The nationalists and the Crimean Russians.

It can be assumed that old political aphorism “divide and rule is well known” by Mr. Putin. But what if we turn this aphorism into marketing one, like – “segment and target”, none of these aphorisms have chance in the case of Mr. Putin, because firstly if he divides he and his structures are not able to rule properly and the second if Mr. Putin news awareness and benefits of segmentation, his structures are so ugly that they usually don't do any targeting. Only what Putin's political targeting means – is framed by political, social, economic, military violence. The violence is violence it can never satisfy consumer of political product and that's why Mr. Putin living in 21st century is not looking like 21st century man. But still it is the question why Putin

needs to re-establish somewhat like empire. But which empire he dreams to restore? Soviet or Russian Empire is the question?

To make clear what professors of 5 different Georgian universities thinks about recovery of Russian Empire, I asked them only one question – “What you think if your north neighbor will establish its empire?”. I carefully choose professors from many different subjects. Possible answers were:

- I will be happy
- I will be sad

Because the process was anonymous, I was thinking to give my colleagues the chance to represent their attitude better. What the results were? Only 2 percent of professors thought that they could be happy due to recovery of Russian empire. I discovered that the professors from this two percent were belonging to economists. But all others, 98 percent of professors participated to political marketing research emphasized that they would be sad, if Russian empire would be recovered.

The research show that 77percent of professors participated in marketing research were educated at Russian universities, mostly in Moscow, at doctoral studies. Especially professors having received their PHD diplomas from Russian universities strongly denied the possibility of recovery of Russian empire. This is very interesting finding. The lack of willingness to see big empire is clear. In 21st century people, even in ex-soviet states are free and demanding liberal values, even in the case if these values demanding sacrifices from them.

The Congruence of Political Marketing and Left-Wing Democratic Elitism

David McGrane
Associate Professor of
Political Studies
St. Thomas More College,
University of
Saskatchewan



Since the emergence of the field of political marketing, the question of the relationship between political marketing and democracy has been frequently raised. Some have argued that political marketing is corrosive for democracy while others have argued that political marketing is merely the extension of normal democratic practices. In this short piece, I want to suggest that this debate hinges on how one defines the concept of ‘democracy’ and argue that the extent to which modern political marketing is congruent with a left-wing version of democratic elitism is underappreciated.

Evidently, the field of democratic theory is vast. At the risk of oversimplification, I would argue that there are two overarching visions of democratic practice⁷ and each vision has a right-wing and left-wing version.

The first vision of democratic practice is ‘democratic elitism’ that is usually associated with the work of Joseph Schumpeter, in particular, *Capitalism, Socialism, and Democracy* (1942). In this vision, leaders acquire power by means of a competitive struggle for citizens’ votes. Based on public discourse during election

campaigns, democracy is the way citizens collectively decide to authorize one group of elites over another group of elites to wield the power of the state.

A right-wing version of democratic elitism can be found most notably in the work of Leo Strauss. Following Plato, Strauss is very suspicious of the ability of the masses to decide what is good for themselves yet alone the nation as a whole. Further, the masses should not be allowed access to information on the inner workings of the state because they do not understand statecraft and would make unreasonable demands. Democratic elections are means by which the masses are assured that state power is the appropriate hands and they can feel that they have had their ‘say.’ The democratic exercise allows the political elites (the most powerful politicians and their closest advisors) to govern without having to reveal what goes on behind closed doors. Shadia Drury and others have seen the ideas of Strauss at work within the Regan and Bush Administrations. These administrations manipulated public opinion, even to the point of lying about certain aspects of American foreign policy such as weapons of mass destruction in Iraq or the funding of Iran Contras. Such manipulation of public opinion and secretiveness is justified by the need to maintain order within a conflictual society and ensure the smooth functioning of the state. After all, statecraft must be insulated from the irrationality of the masses.

However, a left-wing version of competitive elitism exists as well. The Fabians held that socialism would be achieved as the working class gained the franchise and voted for social democratic

⁷ This dichotomy can be found in Chapter 6 of Robert Ormrod, Stephen Henneberg, and Nicholas O’Shaughnessy, *Political Marketing: Theory and Concepts* (London: Sage, 2013), Chapter 6.

politicians who represented their interests. These social democratic politicians would mobilize a group of high-level technocrats to transform the functioning of the state to work in favour of the working class. For the Fabians, democracy is the means by which the working class replaces the capitalist ruling elite with a socialist ruling elite. The socialist ruling elite do not have to manipulate public opinion or be overly secretive. The working class may not be fit to rule in the technical sense but they can easily understand how the government's plans are beneficial to their interests. The working class is imminently capable of rationality and the election of a socialist government is a true expression of that rationality and the popular will of the nation.

The second vision of democratic practice is 'participatory democracy.' In this vision, citizens participate in some way in the governing processes of the state. Citizens are given opportunities for input into public policy decisions and called upon to judge the merits of the decisions made by government.

The right-wing version of participatory democracy stresses populist measures such as referendums or the use of petitions to recall elected officials who make decisions that stray too far away from the desires of their constituents. This populist version of participatory democracy uses the 'common sense' of the people to constrain the activity of government (e.g. California's tax laws) or limit the expansion of rights and entitlements by minorities (e.g. Switzerland's immigration quotas). It is based on feelings of anti-elitism and anti-intellectualism: the common sense of the people should trump the ideas of the governing elites no matter how well-considered and evidence-based that those ideas may be.

The left-version of participatory democracy is generally referred to as 'deliberative democracy' and is associated with the writings of Jurgen Habermas and Benjamin Barber. A starting assumption for this type of thinking is that the economic elite who own and control major private corporations hold a substantial amount of power in a capitalist society. As C. Wright Mills points out, the power of this economic elite is independent of the state's democratic processes and they use that power to serve their own selfish ends. As such, in this democratic model, legitimate public policy that responds to the needs of all of society must emerge from the public deliberation of citizens. As Rousseau held, citizens should be the authors of the laws under which they live. Evidently, 'real-life' examples of deliberative democracy in a mass democratic society are hard to come by. Though, the budget-making process in the city of Porto Alegre, Brazil is sometimes held up as a model for deliberative democracy.

The extent to which political marketing is corrosive or supportive of democracy depends largely on the vision and version of democratic practice to which one subscribes. If one is a proponent of the left-wing or right-wing version of participatory democracy, political marketing is easily dismissed as a way to manipulate the true will of the electorate. Contrary to the main thrust of participatory democracy, political marketing seems to remove the practice of politics from citizens. If one subscribes to right-wing version of democratic elitism, then political marketing is simply another tool to convince the masses that all is well with the state and to insulate statecraft from popular pressures.

However, it may be underappreciated how political marketing is congruent with a left-wing version of democratic elitism that has its roots in the writings of the Fabians. A recent book in Canada by Brad Lavigne, *Building the Orange Wave*, depicts how the social democratic NDP embraced modern political marketing techniques to transformed itself from a party with less than 10% of the national vote to a “viable alternative to form the country’s government” (page 2).

As Lavigne’s account of the success of the NDP illustrates, political marketing is used to identify the supporters of a left-wing party and appeal to them with the types of policies and language that will get them out to vote on Election Day. Political marketing also aims to craft ‘market-tested’ appeals that will increase a left-wing political party’s number of volunteers, donor base, and e-mails lists used to communicate with party supporters. Political marketing uses modern technology like polling and databases to ensure the most effective use of a left-wing party’s resources in getting their supporters to the polls and motivating citizens to volunteer their time to the socialist cause.

To the extent that political marketing knits citizens together into an electorally viable coalition of voters and party activists, it creates momentum for the replacement of conservative elites with socialist elites. The election of socialist leaders, running on left-wing platform, is the genuine and rational expression of a citizenry desiring social change. Once in power, the socialist elites are able to deliver on their promise to citizens to enact reforms to reduce the unjustness of the capitalist economic system.

As Lavigne’s book outlines, under the leadership of Jack Layton, Canada’s NDP used political marketing to build a counter-movement to the country’s conservative and liberal parties that attempts to redefine Canadian politics around increasing equality, more generous social programs, and a collectivist view of society. In Lavigne’s left-wing version of democratic elitism, political marketing plays a key role in convincing citizens to embrace reforms that benefit all of society and reduces the power of the capitalist economic elite. Far from being at odds with democracy, political marketing helps left-wing political parties to democratically create and harness momentum for social change.

Events and Conferences

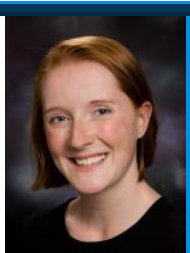
Australia-New Zealand Workshop on Campaign Management and Political Marketing



**Graduate School of Government,
The University of Sydney, Australia
17 & 18 July, 2014**

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In 2014, the University of Sydney's Graduate School of Government will play host to the second Australia-New Zealand Workshop on Campaign Management and Political Marketing.

The workshop will bring together academics and practitioners for an in-depth discussion of current and emerging trends in campaign management and political marketing, and generate new networks and opportunities for further trans-Tasman and international research. The workshop will have a particular emphasis on the nexus between research and practice, and is open to academics, party representatives, political consultants, research students and civil society campaigners.

The workshop will also feature a plenary address by Associate Professor Jennifer Lees-Marshment on 'Political marketing management: global trends in practice, scholarship and teaching'. Jennifer is the author/editor of more than 12 works on political management including The

Political Marketing Game, Political Marketing in the US and The Routledge Handbook of Political Marketing.

The conference program will be released shortly, and will cover a range of interesting themes within the broad category of campaign management and political marketing, including:

- Trends in contemporary election campaign management.
- New research into political marketing in Australia, New Zealand and around the world.
- Party professionalization.
- Campaign practice by government, parties, business and NGOs, including strategy, targeting, branding and communication.
- Market research practices, including voter profiling, segmentation and experimentation.
- Mobilisation and engagement techniques, including social media and canvassing.
- Continuous campaigning and political marketing in government.
- Campaign funding and resourcing.

Registrations are now open at www.cmpm2014.org. For more information or to discuss your attendance email Jennifer.Rayner@anu.edu.au

2nd UGBS Conference on Business and Development



University of Ghana Business School, Accra, Ghana
29th – 31st July, 2014

Call for Papers

Theme: Sustainability and Enterprise Development
Headline Sponsor: First Capital Plus

This year's conference will deliberate on issues attendant to theories, frameworks and empirical evidence on the conditions and tools for promoting and managing sustainable innovation and business models. Further, the conference will seek to touch on social entrepreneurship and social business models, sustainability policies and strategies of firms and government, accounting, assurance, communication of sustainability and sustainability in business education; as well as how marketing of sustainability influences consumption and public opinion.

Main Conference

Conference Tracks

- Track A1 Fiscal Policy and Sustainable Development
- Track A2 Sustainability and Information Disclosure
- Track B Sustainable Microfinance, Corporate Finance and Governance
- Track C1 Marketing Communication and Consumer Behaviour
- Track C2 Sustainable Marketing and Entrepreneurial Management
- Track D1 Information Communications Technology and Sustainability
- Track D2 Operations Performance Management and Sustainability
- Track E1 Leadership, Talent, and Sustainability
- Track E2 Project Management and Business Sustainability
- Track F1 Health Services Management and Sustainability
- Track F2 Public Sector Management and Sustainability
- Track F3 Climate Change and Sustainable Development
- Track G Case Studies and Practitioner Forum
- Track H Gender Equity & Sustainability

Panel Sessions

- Innovation and Business Sustainability
- Spirituality and Business Sustainability

Workshops

- Doctoral Consortium
- Quantitative Research Methods

Submission

Visit the UGBS Website (<http://ugbs.ug.edu.gh/conference>)

Important Dates

Conference Paper Submission

Paper Submission 15th April
 Deadline: 2014
 Review comments 15th May
 Deadline: 2014
 Final papers Deadline: 30th May
 2014

Doctoral Consortium

Extended Abstract 15th April
 Submission Deadline: 2014
 Review comments 15th May
 Deadline: 2014
 Final papers Deadline: 30th May
 2014

Conference Registration Fees

Participants from Ghana
 Practitioners and Researchers from Ghana
 - GHS 250
 Students from Ghana - GHS 50

Participants outside Ghana - US \$150
 (Payment can be made at the University
 of Ghana Business School from 14th April
 to 27th July 2014)

Email for Enquires

ugbsconference@ug.edu.gh

Conference Submission Editors

Dr. Richard Boateng and Dr. Mohammed Sanda

Call for Papers

Journal of Nonprofit & Public Sector Marketing

Special Issue on

“New Trends in Political Marketing:

Relationships, Interactivity, Networks, and Leadership”

Guest Editors: Wayne Binney, Daniel Laufer and Jennifer Lees-Marshment

Deadline: 1 December 2014

Recent trends in political marketing research and practice suggest a move from a short-term transaction-based approach, to a relationship and network based approach. The collection of new research in the *Routledge Handbook of Political Marketing* published in 2012 suggests there has been a shift from neglecting members to seeing internal stakeholders as integral to successful political

marketing; from short-term benefit to long-term, mutual and interactive communication; and from campaigning to governing necessitating greater integration of political marketing into leadership. Practitioners can therefore choose more dialogical and transformational approaches to achieve and maintain relationships with political consumers over the long term.

The editors of this special issue, Wayne Binney, Daniel Laufer and Jennifer Lees-Marshment would be pleased to receive papers related to any aspect of political marketing, but particularly those that explore new trends in the field towards more interactive, relationship building and long-term approaches, as well as issues of leadership. The deadline for this special issue is 1 December 2014. The Special Issue is scheduled to appear at the end of 2015.

Special Issue Scope:

Theoretical and empirical research articles (qualitative, quantitative and mixed-method designs) are welcome. The following examples give an idea of the scope of possible topics which research may address within the political and governmental environment:

- Political consumer behaviour and engagement
- Political market research including experimental and analytic marketing, segmentation, voter profiling and qualitative/quant methods
- Strategy e.g. market-orientation
- Political branding
- Political public relations
- E-Political Marketing
- Internal marketing within political parties and network marketing
- Issues marketing
- Marketing policy
- Government marketing including delivery marketing, branding public policy and departments
- Crisis management, reputation management and relationship marketing management in politics
- The ethics and regulation of political marketing
- Political marketing and leadership

Submission:

There are two ways to submit a paper for the special issue. Under both options, the papers need to conform with JNPSM style guides.

http://www.tandfonline.com/action/authorSubmission?journalCode=WNON&page=instructions#.UuH_3hB9K70

Articles can be up to about 6,000 words in length. Please choose only one of the following two options. Submissions will be double blind reviewed subject to editor acceptance.

- 1) Conference Track: A Global Political Marketing conference will be held at Victoria University of Wellington, in the capital of New Zealand from 5 -7 of June, 2015 (more information about the conference will be released shortly in a separate announcement). The special issue will be linked to the conference, and papers submitted under this track will be considered for both the conference and the special issue. After the conference in June 2015, a select number of authors will be invited to revise their papers for publication in the special issue. Papers submitted under this track should be sent to dan.laufer@vuw.ac.nz
- 2) General Track: Papers submitted under this option will only be considered for the special issue. Papers submitted under this track should be sent to wayne.binney@deakin.edu.au

The track chairs would welcome “an intention to submit” so that we can put reminders in place. If further details are required potential authors are invited to contact the Guest Editors by email.

Books in Political Marketing

Consumer Democracy: The Marketing of Politics



Author:
Margaret Scammell
Publication Planned For: April 2014
Format: Paperback
ISBN: 9780521545242

This book argues that marketing is inherent in competitive democracy, explaining how we can make the consumer nature of competitive democracy better and more democratic. Margaret Scammell argues that consumer democracy should not be assumed to be inherently antithetical to 'proper' political discourse and debate about the common good. Instead, Scammell argues that we should seek to understand it - to create marketing-literate criticism that can distinguish between democratically good and bad campaigns, and between shallow, cynical packaging and campaigns that at least aspire to be responsive, engender

citizen participation, and enable accountability. Further, we can take important lessons from commercial marketing: enjoyment matters; what citizens think and feel matters; and, just as in commercial markets, structure is key - the type of political marketing will be affected by the conditions of competition.

Highlights the importance of political marketing literacy that is the equivalent in politics to media literacy in media studies

Links concerns about political communication to fundamental issues of democratic design

Seeks to understand campaigner practitioner perspectives in the light of academic (political science and political communication) perspectives and concerns about modern politics

Focuses on political campaigning in US and UK - but is informed by a broader international framework of campaigning trends around the democratic world

Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in March, June, and September) please send it to Jennifer Lees-Marshment at j.lees-marshment@auckland.ac.nz or Edward Elder at eeld001@aucklanduni.ac.nz. Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15th June 2014**