

Global Political Marketing

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Module Aims:

This module seeks to help students understand the organisation, actions and impact of political marketing at both a national and international level. This will involve looking at how political marketing has operated, and how it has affected political behaviour, party organisation, voting patterns and other variables worldwide. A range of issues will be examined and analysed including targeting and positioning, branding, market research, political communication, crisis management, relationship marketing and the marketing of conflict.

Lecture topics covered:

- *Targeting and positioning;
- *Political Branding;
- *Market research;
- *The market orientation of parties;
- *Political communication;
- *Political Crisis management;
- *Political Relationship marketing;
- *The impact of new technologies on political marketing;
- *The ethics of political marketing;
- *The impact of marketing on democracy;
- *The political marketing of conflict;
- *How political marketing impacts countries and politics at both the national and global level across the world;

Indicative Reading:

- Lees-Marshment, J (2014), *Political Marketing - Principles and Applications* - 3rd Edition. London. Routledge
- McPhail, T, L. (2013), *Global Communication: Theories, Stakeholders and Trends*. London. Wiley-Blackwells.
- Ormond, R et al (2013), *Political Marketing: Theory and Concepts*
- Straubhaar, J et al (2012), *Global Media: A Critical Introduction*. London. Routledge
- Maarek, P (2011), *Campaign Communication and Political Marketing*. London. Wiley-Blackwell
- McPhail, T, L (ed). (2009), *Development Communication - Reframing the Role of the Media*. London. Wiley-Blackwells
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