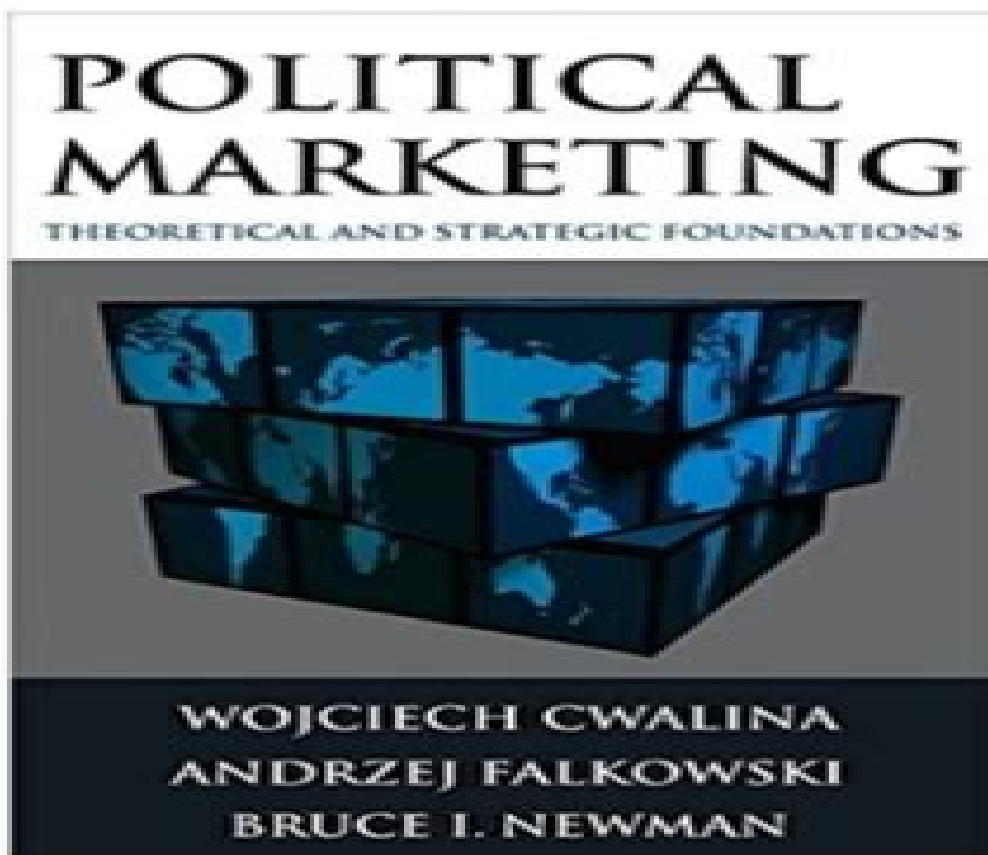


# Political Marketing: Theoretical and Strategic Foundations: Theoretical and Strategic Foundations

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# Political Marketing Theoretical And Strategic Foundations

**William L. Benoit**



## **Political Marketing Theoretical And Strategic Foundations:**

**Political Marketing: Theoretical and Strategic Foundations** Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman, 2011-03-14 Comprehensive and clearly organized this is the first integrated theory to practice text on marketing's role in the political process. It incorporates insights and concepts drawn from the disciplines of Marketing Psychology and Political Science and covers every aspect of marketing's infiltration into politics including campaign strategy, market segmentation, and media strategy. Using examples and models drawn from countries around the globe, the authors elucidate the importance of political marketing techniques for the stability of democratic institutions. They also note the potential threats to democracy, especially the use of marketing techniques to manipulate voters at the subconscious level. They conclude with a set of normative do's and don'ts for political marketing practice that strengthens civic education and democratic governance.

**Political Marketing:** Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman, 2015-01-28 Comprehensive and clearly organized this is the first integrated theory to practice text on marketing's role in the political process. It incorporates insights and concepts drawn from the disciplines of Marketing Psychology and Political Science and covers every aspect of marketing's infiltration into politics including campaign strategy, market segmentation, and media strategy. Using examples and models drawn from countries around the globe, the authors elucidate the importance of political marketing techniques for the stability of democratic institutions. They also note the potential threats to democracy, especially the use of marketing techniques to manipulate voters at the subconscious level. They conclude with a set of normative do's and don'ts for political marketing practice that strengthens civic education and democratic governance. Political Marketing Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman, 2015 Marketing's role in the political process does not go unquestioned in this book. The authors present the importance of political marketing techniques for the stability of democratic institutions and also note the potential threats to democracy, especially the use of marketing techniques to manipulate voters at the subconscious level. They conclude with a set of normative do's and don'ts for political marketing practice that strengthens civic education and democratic governance. Book Jacket *Political Marketing* Jennifer Lees-Marshment, 2014-05-09 Substantially revised throughout Political Marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice and encourages reflection on how it should be used in the future. Features and benefits of the second edition: New chapters on political branding and delivery marketing; Expanded discussion of political public relations, crisis management, marketing in the lower levels of government, and volunteer-friendly organizations; Examination of the new research on emerging practices in the field such as interactive and responsive leadership, communication, mobile marketing, co-creation, market research, experimental and analytic marketing, celebrity marketing, and integrated marketing communications; and Extensive pedagogical features including 21 detailed case studies from around the

world practitioner profiles best practice guides class discussion points an online resource site and both applied and traditional assessment questions Written by a leading expert in the field this textbook is essential reading for all students of political marketing parties and elections and comparative politics This book is supported by an online resource site [www.politicalmarketing.org](http://www.politicalmarketing.org) which is annually updated with new academic literature audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing

**Political Marketing in Retrospective and Prospective** Christine B. Williams, Bruce I. Newman, 2014-06-11 Political marketing coalesced as a subfield in the mid 1990s and in 2002 the Journal of Political Marketing began publication This anniversary collection reviews the existing theory empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field While political candidates and their campaigns are a major focus it also considers the broader range of issue advocacy and lobbying The selections expand beyond the U S context to offer a much needed comparative perspective The volume includes material on the effects of new media and technology posing questions about their direction and consequences for political actors and institutions citizens and governmental systems Collectively the chapters illustrate the breadth and depth of a maturing field of inquiry taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing This book was published as a special issue of the Journal of Political Marketing

**A Research Agenda for Political Marketing** Newman, Bruce I., Newman, Todd P., 2022-04-12 This Research Agenda documents and establishes the thinking of leading scholars in the field of political marketing and related sub fields also encompassing additional social science disciplines that intersect at the crossroads of political marketing

**Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities** Kavoğlu, Samet, Salar, Meryem, 2019-10-25 Public opinion is an important factor affecting the political decision making process In almost every community the ones in power no matter what type of political system is established want to be aware of the ideas and opinions of the rules regarding policies that they have implemented The factors that take part in the determination of public opinion must be explored further Political Propaganda Advertising and Public Relations Emerging Research and Opportunities is an essential reference source that discusses public opinion on policies as well as political communication activities Featuring research on topics such as campaign management branding and political marketing this book is ideally designed for campaign managers social media managers government officials advertisers media consultants public relations specialists researchers politicians academicians and students seeking coverage on current technological trends and political communication

**Praeger Handbook of Political Campaigning in the United States** William L. Benoit, 2016-02-22 This work peels back the curtain on how political campaigns influence America covering everything from social media to getting to the Oval Office This comprehensive handbook reveals essentially everything the American public wants to know about political campaigns The two volume set begins with a historical overview then goes on to investigate campaigns from a

variety of perspectives that shed light on how they work and why Readers will discover how campaigns are run how they are covered by the media how they influence government and how various interest groups and demographics play a part in the system The contributors who include academics elected officials journalists and campaign professionals offer new data interviews and analysis in a style that will prove fresh accessible and engaging for everyone from college students to political junkies They offer the inside scoop on types of campaign media for example TV spots debates and social media and on message variables such as language humor and evidence Groups of voters like women and youth are examined and the work also discusses theories of campaigning such as agenda setting issue ownership the Elaboration Likelihood Model and the Theory of Reasoned Action Scandal in American political campaigns always a subject of interest is addressed as well

**Political Marketing** Kostas Gouliamos, Antonis Theocharous, Bruce I. Newman, 2013-11-12 A guiding principle in creating Political Marketing has been to examine the ways in which culture politics and society interrelate in the field of political marketing In the course of the book the editors and contributors consider culture as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process This may be introduced and consequently lead to broad formulation of a campaign culture Indeed understanding and adapting a broader campaign culture political marketing models may be seen as sets of pathways of key resources resulting viability in human assets forms of influence class stratification alternative flows of information or networking and intercultural knowledge sharing activity This book consists of 18 chapters which deal with aspects of political marketing and campaign culture Theoretical chapters are found first followed by two chapters that deal with theoretical issues which became a subject of research Next presented are the articles that study aspects of electoral behavior followed by the papers that analyze aspects of nationalism national identity Finally the book concludes with three case studies on various issues in political marketing

**The Marketing Revolution in Politics** Bruce I. Newman, 2016-01-08 In 2008 Barack Obama's presidential campaign used an innovative combination of social media big data and micro targeting to win the White House In 2012 the campaign did it again further honing those marketing tools and demonstrating that political marketing is on the cutting edge when it comes to effective branding advertising and relationship building The challenges facing a presidential campaign may be unique to the political arena but the creative solutions are not The Marketing Revolution in Politics shows how recent US presidential campaigns have adopted the latest marketing techniques and how organizations in the for profit and non profit sectors can benefit from their example Distilling the marketing practices of successful political campaigns down into seven key lessons Bruce I Newman shows how organizations of any size can apply the same innovative creative and cost effective marketing tactics as today's presidential hopefuls A compelling study of marketing in the make or break world of American politics this book should be a must read for managers students of marketing and political marketing and anyone interested in learning more about how presidential campaigns operate Winner of the 2016 International Book Award

in the Business Marketing Advertising category      The Sage Handbook of Political Marketing Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos, 2025-08-07 The Sage Handbook of Political Marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world. The practice of political marketing has evolved significantly during the 20th and 21st centuries, adapting to the rise of mass media marketing, communication, advertising, and the web. Traditionally dominated by US, European, and Australasian scholars, the field has up to now emphasized the Americanisation and professionalisation of campaigning styles. Since the start of the new millennium, however, political marketing has transformed into a data-driven, specialized profession. With increasing digitalisation and the advent of AI, political marketing involves personally targeted, evidence-based messaging with real-time engagement and sentiment analysis. This approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide. The handbook addresses the global perspectives on political marketing, covering a myriad of contexts, cultures, and regimes. It encompasses insights into political marketing in regions seldom discussed in the literature, including Zimbabwe, Japan, India, Hong Kong, and Ukraine. These chapters enrich the debate on political marketing's impact on democracies and its use in non-democratic societies. Organized into four parts, the handbook covers strategy, propaganda, digital evolution, ideology, and contemporary practices in political marketing. It explores topics such as the marketing of ideology, the impact of the internet and social media, the use of AI in political marketing, and the role of fake news and disinformation in campaigns. The handbook addresses the use of political marketing techniques in crisis management, political branding, the measurement of political marketing effects, and political marketing use outside of electoral campaigns. The Sage Handbook of Political Marketing is an essential resource for scholars, practitioners, students, and politicians in general seeking to understand the complexities of political marketing. It provides a comprehensive and nuanced exploration of the field, equipping readers to engage with the theoretical and practical aspects of political marketing in a rapidly changing world.

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Part 4 Contemporary Political Marketing: Cybercampaigning, Fake News, and Social Media

*The SAGE Handbook of International Corporate and Public Affairs* Phil Harris, Craig S. Fleisher, 2016-12-06 This new edition of The SAGE Handbook of International Corporate and Public Affairs builds on the success of the first edition (2005) by comprehensively updating and enhancing the material and structure, setting a new standard for the practitioner and student of the global public affairs discipline. The new edition includes increased international coverage of the field and a strong focus on emerging trends, as well as providing a comprehensive overview of the foundations and key aspects of the discipline. The Handbook is organized into six thematic sections, including a generously sized section devoted to case studies of public affairs in action: Foundations of PA; PA and its relationship to other Key Disciplines; Emerging Trends in PA; The Regional

Development and Application of PA Case Studies of PA in Action Tactical Approaches to Executing PA Containing contributions from leading experts in the field today this Handbook is designed to serve the needs of scholars researchers students and professionals alike

**Political Marketing and the 2015 UK General Election** Darren G. Lilleker, Mark Pack, 2016-05-11 This book brings together leading scholars to analyze political marketing in the context of the UK 2015 General Election Election campaigns represent a time of intense marketing including the communication of party party leader and candidate brands the design and dissemination of key messages and policy proposals identification of target voters setting out strategies for the campaign and translating strategies into specific communication tactics Each chapter of this book has been specifically commissioned to focus on one of these aspects of the campaign targeted campaigning branding core messages advertising media management online campaigning and the campaign in the marginal seats The collection offers insights into the most interesting and innovative aspects of the 2015 election campaign determining how levels parties with differing resource approach elections and with what impacts as well as what we can learn more broadly about marketing at general elections The chapters are developed to make the topic accessible to non scholars and to have real world relevance

*The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs* Phil Harris, Alberto Bitonti, Craig S. Fleisher, Anne Skorkjær Binderkrantz, 2022-06-20 The growing need for a concise and comprehensive overview of the world of interest groups lobbying and public affairs called for a compendium of existing research key theories concepts and case studies This project is the first transnational encyclopedia to offer such an interdisciplinary and wide overview of these topics including perspectives on public relations crisis management communication studies as well as political science political marketing and policy studies It is an interdisciplinary work which involved an extraordinary pool of contributors made up of leading scholars and practitioners from all around the globe it is a live and evolving project focused on drawing together grounded international knowledge for our diverse and developing world The 200 entries of the Palgrave Encyclopedia of Interest Groups Lobbying and Public Affairs to be found as a live reference work online here and in two print volumes in 2022 address these research avenues tackling a growing demand for a comprehensive international reference work regarding key global sectors and policymaking structures looking beyond the traditional markets of Europe and North America to incorporate practice and research from Asia Africa Oceania and Latin America This encyclopedia acts as a synthesis of existing research and aims to aid academics students and practitioners navigate their relevant fields around the globe

Political Branding Strategies Lorann Downer, 2015-12-03 Political Branding Strategies tells the story of branding by the Australian Labor Party across seven years and three brands Kevin07 The Real Julia and that of the party Employing a new framework to understand and evaluate branding the book offers lessons for practitioners researchers and citizens in democracies everywhere

Political Marketing in the United States Jennifer Lees-Marshment, Brian Conley, Kenneth Cosgrove, 2014-08-28 Political Marketing in the United States explores how politicians and parties utilize marketing concepts

and tools providing an up to date and broad overview of how marketing permeates U S politics The volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in government The main themes and objectives of the book are to cover New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing It is a must read for students and scholars of political parties political communication applied politics and elections

*Political Management in Practice* Jennifer Lees-Marshment, 2024-05-31 All organisations manage people and politics is no different Campaigns parties and government all need to manage people and resources to try to get things done Of course the extent to which politics is managed effectively is debatable Recently public awareness of problematic HR in parliaments and government has grown as media reports of problems emerge Such problematic practice is not surprising given that orientation and training of political practitioners by parties and parliament is hindered by a lack of academic research This comprehensive volume lays out and builds upon core theoretical foundations in the field of political management offering a wide range of in depth empirical research with multiple authors and chapters from different disciplinary perspectives and countries With authors from political management programmes political marketing management political psychology and public administration the book seeks not just to survey a topic or existing literature but to stimulate research in the area This book will be highly useful for graduate students researchers and professionals in a variety of areas including political management political marketing applied politics political science management political psychology and public administration

**Social Media, Political Marketing and the 2016 U.S. Election** Christine B. Williams, Bruce I. Newman, 2018-10-08 Facebook Twitter and Instagram create new ways to market political campaigns and new channels for candidates and voters to interact This volume investigates the role and impact of social media in the 2016 U S election focusing specifically on the presidential nominating contest Through case studies survey research and content analysis the researchers employ both human and machine coding to analyse social media text and video content Together these illustrate the wide variety of methodological approaches and statistical techniques that can be used to probe the rich vast stores of social media data now available Individual chapters examine what different candidates posted about and which posts generated more of a response The analyses shed light on what social media can reveal about campaign messaging strategies and explore the linkages between social media content and their audiences perceptions opinions and political participation The findings highlight similarities and differences among candidates and consider how continuity and change are manifest in the 2016 election Finally taking a look forward the contributors consider the implications of their work for political marketing research and practice The chapters in this book were originally published as a special issue of the Journal of Political Marketing



Routledge International Handbook of Consumer Psychology Cathrine V. Jansson-Boyd, Magdalena J. Zawisza, 2016-11-18

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections offering a truly comprehensive reference work that covers the historical foundations of the discipline and the rise of globalization; the role of cognition and multisensory perception in consumers' judgements; the social self-identity and well-being, including their relation to advertising; social and cultural influences on consumption, including politics and religion; decision-making attitudes and behaviorally based research; sustainable consumption and the role of branding; the particularities of online settings in framing and affecting behavior. The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings, and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

### **The Handbook of Persuasion and Social Marketing**

David W. Stewart, 2014-12-17. This timely set traces the evolution of social marketing from its deep roots in psychology, religion, and politics to its current role as an influencer of societal and behavioral change. Few realize that the methods behind the social marketing discipline are not new but are based on traditional sales techniques reengineered to advocate social responsibility. Since emerging, the movement has prompted a rapid change in how we communicate and what we say. Funding from government agencies, foundations, and organizations like the National Cancer Institute and the American Heart Association have prompted campaigns that promote healthy behaviors and deter unhealthy actions. In this three-volume set, a panel of experts take an unprecedented look at this marketing phenomena as a means of influencing behaviors that benefit individuals and society overall. This comprehensive collection examines the role of persuasion in a marketing context. The book's central theme is woven throughout each of the three volumes: volume one focuses on the conceptual and philosophical foundations of the trend; the second part addresses its theoretical and strategic dimensions; and the final section discusses applications to specific societal issues like personal, public, and environmental care-taking, disease prevention, good nutrition, and safe sex. Chapters address campaign planning, regulatory and compliance issues, and the measurement of outcomes.

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