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Discussion on Political marketing research paper

A theoretical approach to political marketing

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Information about publication:

- Title of the research paper: Theoretical approach to Political marketing
- Publisher: Global Journals Inc.
- Year of publication: 2015
- Country: USA
- Reading population: the same reading population Global Journals Inc. owns and probably more
- Research Instruments: this is a qualitative research, various publications by political marketing experts

Findings:

- Five chapters:
 - INTRODUCTION
 - BACKGROUND TO THE STUDY
 - SEGMENTS OF POLITICAL MARKETING
 - CURRENT MODEL OF POLITICAL MARKETING
 - CONCLUSION AND DISCUSSION

“Background to the study”:

- Definition of the Political marketing similar to definition of commercial marketing
- Political marketing as wide concept began in 1970’s
- Political marketing makes communication with the voters even better
- Entities applied to Political marketing:
 - Events
 - Persons
 - Places
 - Organisation
 - Information
 - ideas

Limitations:

- Limited research in the field
- Packaging without content
- Elections can now be bought



“Segments of political marketing”

- Political product
- Political organisation
- Political market

Political Product	Political Organization	Political Market
1) Multicomponent nature	1) Amateur-like nature	1) Counter-consumption
2) Importance of voter loyalty	2) Traditionally negative perception of marketing	2) Social affirmation
3) Adaptability	3) Dependency on volunteer workers	3) Ideological charge

“Current model of political marketing”

- Three stages of political marketing:
 - Identify customer demand
 - inform the voters of the changes of the product due to their demands
 - Delivery of the refined product

Role of the media: media sometimes in omission, often biased to the political party or candidate



“Conclusion and discussion”:

- No political marketing without:
 - Three stages model
 - media

References :

- https://globaljournals.org/GJMBR_Volume15/3-A-Theoretical-Approach.pdf



● THANK YOU