

# Political Studies Association Political Marketing

## Newsletter – July 2017

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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## The Political Marketing Group Committee 2017



### **Chair**

Darren G. Lilleker  
Bournemouth University, The Media School  
[dlilleker@bournemouth.ac.uk](mailto:dlilleker@bournemouth.ac.uk)

Role: Overall coordinator and liaison with the UK PSA



### **Vice-Chair (International)**

Vincent Raynauld  
Emerson College, Department of Communication Studies  
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Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. facebook live event

### **Vice-Chair UK**

Anthony Ridge-Newman  
University of Roehampton, Media and Communications  
[anthony.ridge-newman@roehampton.ac.uk](mailto:anthony.ridge-newman@roehampton.ac.uk)

Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives in the UK



### **Secretary**

Jenny Lloyd  
University of the West of England, Bristol Business School  
[jenny.lloyd@uwe.ac.uk](mailto:jenny.lloyd@uwe.ac.uk)

Role: Boost membership, support for activities



**Treasurer**

Robert Busby  
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Role: Maintain and report on PMG accounts and liase with UK PSA



**Communications Officer**

Jennifer Lees-Marshment  
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Role: Maintain and website  
<https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



**Newsletter Editor**

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University of Auckland  
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Role: Encourage and edit contributions to the newsletter and send it out three times a year



**Twitter Manager**

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Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing

### Practitioner Liasons

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Travis McDonald

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.



### Resources officer

Mitra Naeimi

Universidad de Navarra

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Role: expand resources on

<https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.



### Event coordinator

Peter Reeves

University of Salford, Salford Business School

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Role: to organise, and facilitate others organising, an event each year.

## Call for Committee members and wider involvement in The Political Marketing Group

The PMG was founded in 2005 and has held several events, workshops at other conferences, supported publications through a regular newsletter enabling calls for papers and chapters, and most recently stimulates discussion through a Facebook page.

But to carry on succeeding, and to develop further, we need to strengthen our organisation. We need to develop over the long-term to be an association of political marketing academics and practitioners that can support, for example, the creation of new journals.

We therefore put out a call for new committee members, and are delighted to announce we had a wonderful response: see revised list below.

There is still room for more – see ideas for other possibilities at the end of the list - so if you have any ideas, for short or long term projects or positions, do please get in touch with Darren Lilleker [dlilleker@bournemouth.ac.uk](mailto:dlilleker@bournemouth.ac.uk) and Jennifer Lees-Marshment [j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz)

### **Remaining possibilities**

Experts list/database: Another initiative might be to compile an online list of political marketing experts from the membership list. You would need to design a simple, well-functioning and ethical way to collect data from members and display it to the public. This could help with getting media visibility.

Publications feature editor: someone to look out for and encourage suggestions of new publications in political marketing including journal articles, book chapters, and books, with a brief blurb (e.g. abstract size). Suggested as an idea by Alex Marland, listing publications would help us stay on top of new scholarship. It would also help authors promote their research among an informed audience.

### **Also**

If you can't commit for a few years but could for a few months, another idea would be to suggest and lead a mini development projects e.g. 'Project officer – expert lists'; 'Project officer – video interviews with academics' or 'Project officer – organising the 2018 mini-conference'. Again, please get in touch.

Country Coordinators

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**Note:**

*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](mailto:j.lees-marshment@auckland.ac.nz)). We are always looking for people!*

## Trends in Political Marketing

### Political Marketing and Fear Factor in 'Violent' Kenyan Parties Primaries



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University of Nairobi  
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In modern democracy, ignoring political marketing in the 21st century is suicidal since in this era it's a political lifeline. Political parties not only in Kenya participate in the nomination process to nominate its representatives in parliament, county government and the senate as provided by the constitution that was promulgated in 2010.

At stake, it's a do or die affair for contestants in their constituencies as they wrestle each other for victory. To win the primaries and prepare for the August General elections the politicians have to galvanize support and overcome intense competition between party loyalist members.

To overcome the rising temperatures in the political competition, marketing techniques are used. Among them is the use of propaganda, advertising, marketing intelligence, segmentation, positioning, and word of mouth, as ways to build trust to the public on the platform of developmental promises and failures. To influence the voting population, political decisions are made where political candidates resort to creative and often

obnoxious tactics that can give them a competitive edge over opponents.

Since the aspirants understand well that the political positions come up with power, wealth and capacity to control resources, they are not shy to employ unethical means to amass votes that will make them earn the ticket to the ballot box on August 8, 2017. Marketing scholars especially in advertising understand that "fear factor" is real and it works.

In campaigns, politicians knowingly or unknowingly employ negative psychology to appeal to the voters as a threat. It is through executing this fear strategy that some political candidates have an edge over their opponents. This is manifested by the wave of violence whose outcome is used to make the politician a victim and win sympathy. Also, it makes the candidate a celebrity. This strategy is employed far from the traditional marketing techniques of using advertisement, posters and the media communication channels to reach the potential voters.

In the 2017 Kenya party nominations that end in April, fear was noticed among political candidates in some areas. It is speculated that certain political strategists advised politicians to fake kidnapping to enable them to win instant popularity. Marketing experts insist that fear, uncertainty and doubt today are used by politicians as a tactic in marketing,

politicking and spreading propaganda where there is stiff competition.

When correctly employed, the voter consumers from the political parties focus their attention to the affected aspirant and blindly vote for them without thinking twice about their development agenda and vision. Recently, before and during the nominations politics of fear, uncertainty and doubt was exhibited by many candidates for certain motives that are only known to them. The reason was to caution them to go slow and also send a message to voters to consider their choices. This was meant to scare both the candidates and voters.

In Kiambu, Gatundu South constituency while the voters had assembled to exercise their right, some vehicles were intercepted by police and in one of them machetes were found. Definitely they were meant to be used to scare the voters.

In the same constituency, earlier, there was found a bullet riddled car of the Kabete constituency aspirant Charles Chege alias "Chege Fresh". In Tetu, political hooliganism was used against parliamentary woman aspirant on Jubilee ticket Ann Kanyi. While criss-crossing the constituency, hooded goons attacked and injured her together with the driver.

In other constituencies, orchestrated violence erupted during the primaries; ballot boxes were razed under the watchful of armed security since voters had been made to believe that the elections were bound to be rigged. In Kenya, the fear that people pose results from lessons learned from previous 'stolen' elections. Certain candidates harp on the idea that some

politicians were rigged in and not genuinely elected. To prevent such occurrence, extra vigilance to safeguard the votes is necessary for free, fair and transparent nominations.

Fear in negative campaigns is also used to convince voters to avoid the competitor candidates. Political failures, corruption and historical records on aspirants and parties are issues that are significant and need to be addressed in marketing to tilt the voters mind.

And now comes the launch of the Jubilee digital portal, [www.delivery.go.ke](http://www.delivery.go.ke) that outlines the government four-year key achievements. On one side, NASA, which is positioning itself as a fresh alternative to spur Kenya economic growth and the incumbent Jubilee party on the other, are out to discredit each other performance to win votes. Political utterances and rhetoric on mistrusts and underperformance on both parties of the coalitions by the principals continue to ignite the fear syndrome.

The use fear message in campaigns endeared well to the party loyalties who believe on their leaders. In the Jubilee Party, the battle is to build on the record of their achievements to appeal for a second term in office. Through the one stop portal they showcased infrastructure projects that the government implemented among them the Standard Gauge Railway, roads, and rural electrification.

On track records, the Jubilee leadership and administration has challenged the opposition by arguing that its projects exceed by far the number of projects done on the 20 to 30 years period that some of

the opposition leaders had served in previous regimes. To critique the government, Nasa points out that Jubilee was propagating lies and should not be given another term because of domesticated corruption, squandered

Eurobond funds and not implementing the 800,000 Kenya Power connections.

Against this background, it remains to be seen among the two “horses” popular parties that are advancing antagonizing agenda and creating fear which will be the favourite to the electorate come August 8.

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## Conferences and Events

### Post-Truth: its meaning and implications for democracy

Review of the “Politics in a Post-Truth Era”

workshop held at Bournemouth University 10-11 July 2017



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Post truth, Oxford dictionary word of 2016, defines a phenomenon where beliefs, formed through exposure to media or campaigns’ use of cherry-picked data, seem more important than informed expert testimony. Its emergence has led it to occupy the minds of scholars, political journalists, politicians, policy makers and others who shape the world in which we live. In particular, we have seen political campaigns exploit, manipulate and reinforce strongly held beliefs, distorting reality to encourage the disavowal of contrasting facts to shape attitudes and undermine support for the arguments of opponents. Such manifestations of post truth politics are a brutal reminder that we find ourselves in a time when politics, politicians and institutions are being

undermined, which in turn poses a threat to the fundamental principles of democracy.

Our workshop, Politics in a post-truth era, held at Bournemouth University 10-11 July 2017, posed several questions which reflect the political developments of the past twelve months. How can we understand post truth, is it really new and what does a post-truth politics look like? What does post-truth tell us about the current and future state of democratic engagement and of democracy itself and what are the consequences of decisions taken based on misinformation or disinformation?

The initial focus was on the psychological and theoretical underpinnings of the post truth phenomenon, its emergence and development, as well as its practical realization and impact on social inequality and public marginalisation. The first panel involved Darren Lilleker, Barry Richards and Richard Scullion. In suggesting that belief systems shape an individual’s perception of

society, Lilleker noted how data-driven campaigns can be designed to manipulate public understanding of how things are and how they ought to be. Citizens then seek confirmation bias as opposed to interrogating the claims and counter-claims of campaigns. Richards developed these ideas situating them in appeals made to narcissism and paranoia whereby “departures from truth are lies, delusions and phantasy”. On a similar theme, Scullion argued the “contemporary self, characterised by more narcissistic tendencies, desensitises our democratic rights but not responsibilities.” Relating this phenomena to recent political events he argued “Populist political outpourings are marked by vulgarity and personal truths that result from the cultural shift in our conception of ‘self’ that is both corroding the core pillars of our civilizing process and altering the nature of our engagement with democratic politics which has led to the destabilization of the contemporary notions of democracy”.

Putting these concepts into a more practical frame, Ruth Garland explored how political communication processes have challenged traditional notions of truth. In charting changes in the approach to news management, she noted these redefined truth to suit the governing ideology. This limited construction of truth in society, is according to Anastasia Deligiaouri, due to a prevalence of post truth narratives in contemporary politics with little recourse to referencing or cross-checking facts when reporting political communication.

Such issues have profound implications, not only for democracy but only for social equality. Melanie Klinkner and Alina Theimann argued that the absence of a single truth and misleading ways of presenting information stimulated people to trust arguments which draw on selective data, blindly relying on their emotions irrespective of the facts. Arguably, this can go beyond the demonization of opponents and leads to multiple distorted perceptions of reality that can lead to increased marginalisation through stereotyping and othering.

The phenomena of the post-truth, fake news social media environment was explored during the second day, noting post-truth entails more than fabrication but also actively seeking confirmation bias. Describing “post-truth as a symptom rather than a cause,” Susana Salgado argued that although post-truth is not a new phenomenon and lies by politicians are nothing new, people are bombarded by fake information online leading the distinction between facts and fiction to become increasingly blurred as blogs, social media, citizen journalism, etc are awarded similar credibility to other information sources.

Stamatis Poulakidakos and Anastasia Veneti reinforced this argument showing how fake news and post truth are “two interwoven phenomena that serve specific financial or ideological interests.” They suggest this to represent a re-invention of propaganda, showing propaganda and post-truth to be means of shaping public opinion. Daniel Jackson contributed to the discussion

underlining the “heavy burden of journalists in determining truth claims.” He argued that in addition to fake news there are four other troubling aspects of political journalism that need to be taken into consideration: “an obsession with the spectacle of politics, an underlying cynicism towards politicians, an inadequate model for dealing with issues where the balance of evidence is not equal and a deepening distrust of the mainstream media encouraged by populist outsiders.” The debate led directly into a roundtable discussion on elections and referenda in a post-truth era, particularly referencing the UK Brexit referendum and US presidential campaign of 2016. Post-truth was here

contextualised as contributing to atmospheres of irrational fears and hopes leading to citizens feeling disempowered and disillusioned and so fertile for manipulation by the next populist outsider’s post-truth campaign. Media literacy in education was highlighted as one panacea, as well as tighter regulation over media and political uses of language and rhetoric. Post-truth, participants agreed, was not new, and the term if not inherently useful, however its emergence has brought renewed focus on dishonesty in democracy. The event reaffirmed the need for citizens to be better equipped to judge veracity within the complex 21st Century communication environment.

**Social Movements and Consumer Activism in Politics**  
**Special Session at the Academy of Marketing Conference,**  
**University of Hull Business School, 5 July 2017**



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To launch a longer collaboration with the Academy of Marketing with PMG Secretary Jenny Lloyd now also becoming chair of the Academy’s Political Marketing Special Interest Group, the PMG organised a special session which bridged the intersection between political science and marketing. The topic focused on the notion of social movements, a longstanding phenomenon but one which is increasingly having an impact on the affective and

practical dimensions of democracy. Groups such as the Indignados had a profound impact on political discourse in Spain, from it emerged the Podemos party which in turn is gaining support for its alternative agenda. In the UK Momentum formed around the campaign to elect veteran left-winger Jeremy Corbyn as Labour leader and has now evolved into an organisation seeking to ensure the ‘Corbynista’ agenda remains at the heart of Labour politics while engaging with youth in society. Following the Arab spring Time magazine named the Protestor as its person of the year in 2011, with the rise of protesting across the world (Romania, Hong Kong, Thailand, the US), the protestor may well claim right to being

the change agent of the decade – or are they? In contextualising social movement protests in the context of neo-liberal social dynamics, dominated by promotional cultures and the exploitation of free labour the panel questioned the extent that protestors were agents of democracy or of equally vested interests, dancing to different tunes but still not ones they themselves orchestrated.

Jenny Lloyd (University of Bristol) first focused on the concept of 'populism' and the implications this holds for political brands, exploring the parallels and areas of divergence between 'populism' and 'market orientation' and the extension of the 'negative brand' into the more populist 'anti-brand'. Her talk discussed the negative implications such developments may offer for long term political engagement and the democratic process. In particular Lloyd talked of parties becoming empty signifiers, losing ground to populist social movement style insurgents able to win support through their outsider status yet being unable to deliver on their promises.

Some of these themes were picked up by Darren Lilleker (Bournemouth University) who discussed how social movements draw in supporters through aggressive marketing tactics, creating loyalty by offering an opposition stance (to austerity, migrants, the EU, etc.). Manipulating desires from belonging and empowerment, they build a rewards-based, loyalty culture within

communities that have the danger of becoming echo chambers in which more extremist political views can develop.

The phenomena Lilleker identified were conceptualised by Fiona Spotswood (University of the West of England) using the lens of practice theory. Practice theory suggests people have increasingly limited agency as everyday life becomes increasingly routinized. In the same way as making coffee or bathing is routinized in culture, so are modes of political participation. Particularly with the encouragement of simple actions on social media, our ideals can become shaped by the practices we perform: we like content our friends would like in order to gain status, for example. Spotswood developed the debate on clicktivism in arguing that the way social media is used by social movements may be rendering activism into a game that is easy to learn and played without commitment, intentionality and significance.

Panellists will develop their thinking around these themes and arguments, debating whether social movements are adapting the traditional understanding of populism to build an agenda that is compelling to those feeling disenfranchised, drawing them into a gamified culture of oppositional participation which, in the end, may be as equally alienating as more rarefied civic culture behaviours.

## UGBS Political Marketing Class Hold Lectures on Pre-Election 2016 Voter Behaviour and the Need for Political Marketing Consultants in Ghana



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In this year's MA Marketing Strategy programme at the University of Ghana Business School (UGBS), Ten students enrolled in the political marketing strategy course, which is 30% increase from the previous year. The MA Marketing strategy programme is designed to enable middle managers in organisations access high quality education, while at the same time, attending to their respective functions.



As part of the programme, a number of resource persons were invited to the political marketing class to talk on pre-election voter behaviour and its effects on the recent elections. The class was also joined by Alumni of the Political marketing programme, one of which is now a special aid at the office of the President, to share their views on the programme with the current batch of students.



Invited guest lecturers were also asked to share their opinions on the readiness of the Ghanaian political space for the services of political marketing consultants. Among the invited guests were Mr. Ben Ephson, a renowned journalist, pollster and editor of the Daily Dispatch and Mr. Evans Mensah, editor and head of the political desk, Multi-Media Group and Joy FM. Both speaking on voter behaviour, they emphasised the need for the engagement of political marketers and strategists in the Ghanaian Political Space. According to Mr. Mensah, a recent research conducted in various strongholds of the two dominant political parties in Ghana proved that electorates have become politically astute, no longer falling for the pre-election 'gimmicks' of candidates. He revealed that voters look out for benefits embedded in realistic policies.



Referencing Adaklu, a stronghold of the National Democratic Congress (NDC), he explained that the low voter turnout was as a result of problems of accountability pertaining to unfulfilled promises made by the President Mahama (NDC) Administration. He cited examples of the youth who refused to show up at polling centres to vote due to the NDC's failure to meet their employment needs among a host of other promises.

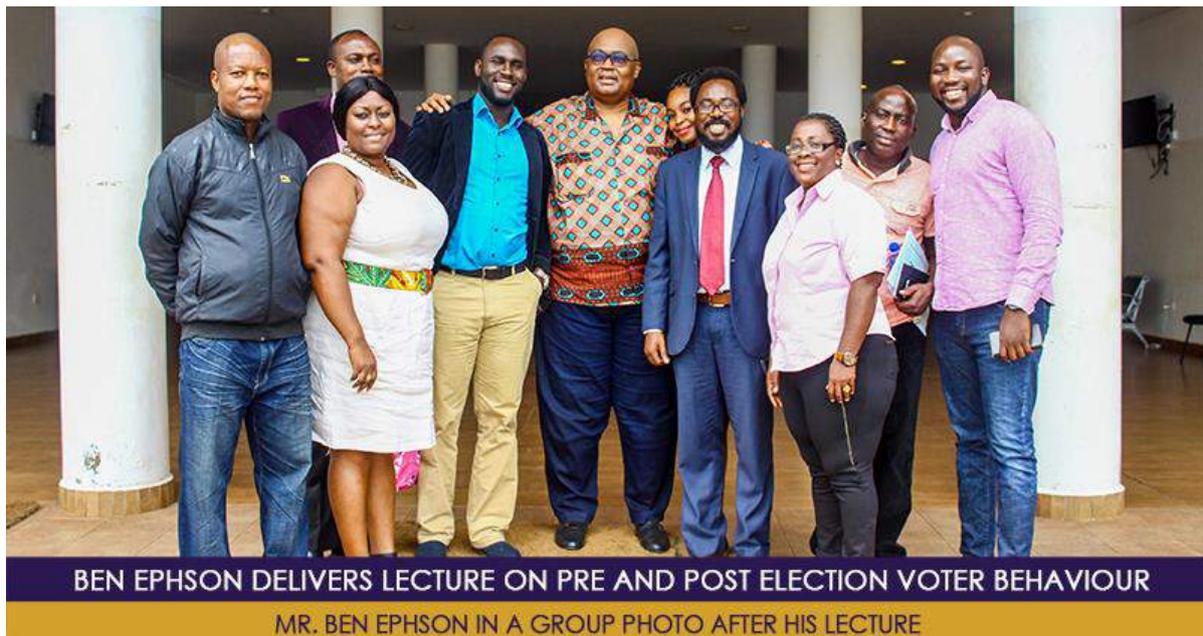


Adding to the subject of voter behaviour, Mr. Ephson mentioned that the voter behavioural pattern of the Ghanaian citizenry in terms of political party support and affiliation has changed over the years shifting from its focus on familial ties to party performance, strategies and policies pointing out apathy, dissatisfaction, generational change. Also, the willingness to vote is a key contributing factor to voter behaviour in the recent elections.



This, he stressed has necessitated the need for the services of Political marketing strategists in the Ghanaian Political space, adding that the Ghanaian political environment now requires pure science to influence the voters' behaviour. He emphasised that political marketing will help understand voters, propose how to meet their needs and prescribe

strategic positioning for political parties. At the end of the programme, students were divided into groups to form political parties, where they participated in an election campaign simulations of campaign strategists, candidates and political party rallies.



The two simulated parties, APP and PPP, canvassed the entire graduate student population of the six departments at the business school, and finally faced off at a political campaign rally. The exercise was to test the students' understanding of the topics treated in class, including the comprehensive political marketing (CPM) framework.



## Books

### Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

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The *Palgrave Studies in Political Marketing and Management* new book series is looking for more book proposals to add to its' exciting collection so far.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12 week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

At its core, Political Marketing and Management is about how politicians, governments, political staff, parties and campaigns use marketing and management tools and concepts to design and achieve their goals. Scholarship is drawn from a range of disciplines and fields, and covers how political organisations and actors strategise, lead, organise and market, as well as intersections between these aspects such as the organisation of political marketing research in government department; the importance of leadership in changing how a party is organised; the

organisational structure of volunteers within an NGO; strategic communication in political movements; resource management in political offices; and the strategic organisation of fundraising in campaigns.

There are already an exciting and diverse range of books in the series. Books published or in press include:

- *Political Branding Strategies: Campaigning and Governing in Australian Politics* By Lorann Downer (<http://www.palgrave.com/us/book/9781137580283>)
- *Political Marketing and the 2015 UK General Election* edited by Darren G. Lilleker and Mark Pack (<http://www.palgrave.com/us/book/9781137584397>)
- *Marketing Leadership in Government: communicating responsiveness, leadership and credibility* by Edward Elder

Books contracted include *Public Opinion and the Management of Governance in the Major English Speaking Democracies* by Scott Bennett; *Political Marketing and Management in Ghana: A New Architecture* edited by Kobby Mensah; and *Gender and Political Marketing in the United States* by Minita Sanghvi.

We would welcome new ideas for potential books – please get in touch. We would particularly welcome books on recent/forthcoming elections such as US 2016; Australia 2016; Canada 2015 and so on, but are also very keen on exploring new areas, and of course want to support books on political management (organisation, leadership, political HRM, planning, and reviewing or monitoring) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see <https://leesmarshment.wordpress.com/pm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460>  
1.

### Submitting a proposal

Proposals can be submitted to the series editor on [j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz) at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

All books must:

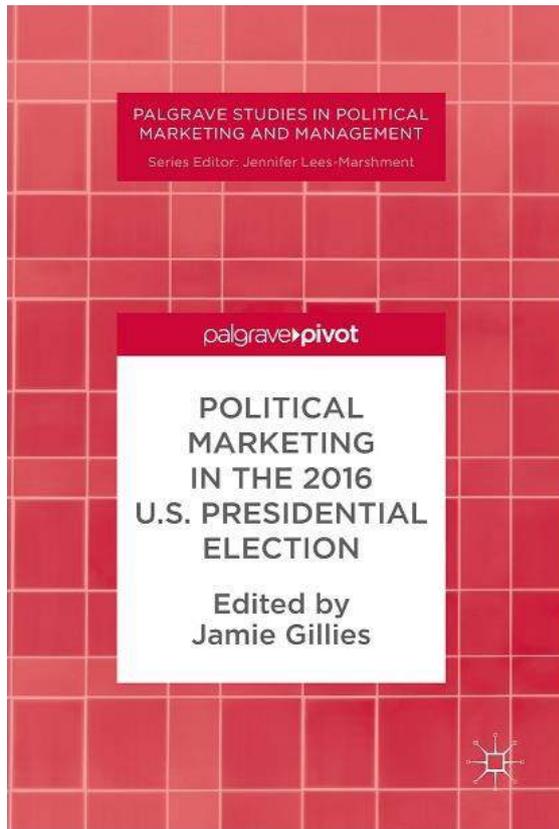
- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

And we encourage books to:

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see <https://leesmarshment.wordpress.com/pm-book-series/> for this and updates on the series.

## Political Marketing in the 2016 U.S. Presidential Election



**Editors:** Jamie Gillies

**Series Title:** Palgrave Studies in Political Marketing and Management

**Publisher:** Palgrave Macmillan

**eBook ISBN:** 978-3-319-59345-6

**DOI:** 10.1007/978-3-319-59345-6

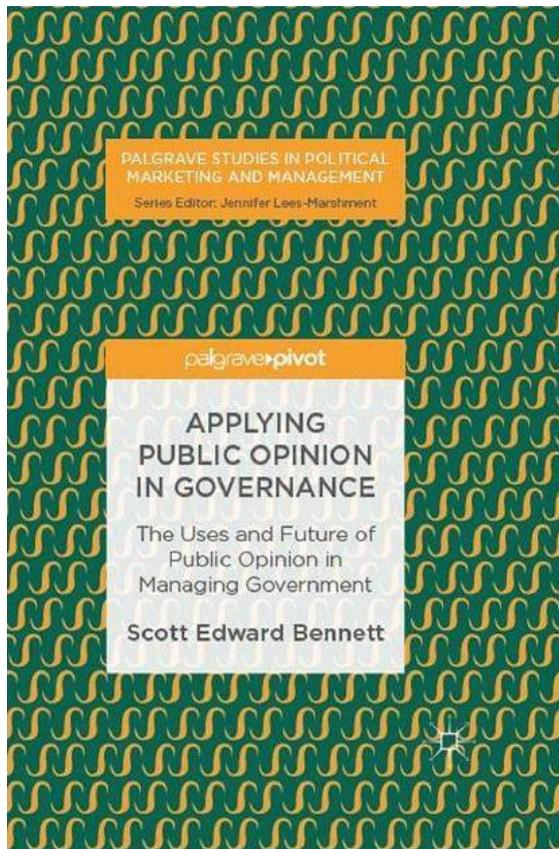
**Hardcover ISBN:** 978-3-319-59344-9

This edited collection is one of the first books to focus on the distinctive political marketing and branding strategies utilized by the candidates and their parties in one of the most gripping elections in U.S. history. It considers why this election was so unusual from a political marketing perspective, calling for new explanations and discussions about its implications for mainstream political marketing theory and practice. At a time of political upheaval, candidates from both parties – Donald Trump and Bernie Sanders in particular – have appeared to overturn the conventional wisdom that has hitherto dominated U.S. politics: that candidates should appear ‘presidential’, be politically experienced and qualified to run for office, and avoid controversial and politically incorrect positions. This book presents scholarly perspectives and research with practitioner-relatable content on practices and discourses that look specifically at the Trump, Clinton and Sanders campaigns and how they took current understandings of political marketing and branding in new directions.

### *About the Editor*

Jamie Gillies is Associate Professor of Communications and Public Policy and Acting Director of the Frank McKenna Centre for Communications and Public Policy at St. Thomas University in Fredericton, New Brunswick, Canada.

## Applying Public Opinion in Governance: The Uses and Future of Public Opinion in Managing Government



This book explores how public opinion is used to design, monitor and evaluate government programmes in Australia, Canada, New Zealand, and the United Kingdom. Using information collected from the media and from international practitioners in the public opinion field, as well as interviews in each of the 4 countries, the author describes how views of public opinion and governance differ significantly between elites and the general public. Bennett argues that elites generally risk more by allowing the creation of new data, fearing that its analysis may become public and create communications and political problems of various kinds. The book finds evidence that recent conservative governments in several countries are changing their perspective on the use of public opinion, and that conventional public opinion studies are facing challenges from the availability of other kinds of information and new technologies. This book is a hugely valuable contribution to a hitherto little explored field and will appeal to academics and practitioners alike.

**Authors:** Scott Bennett

**Series Title:** Palgrave Studies in Political Marketing and Management

**Publisher:** Palgrave Macmillan

**eBook ISBN:** 978-3-319-54696-4

**DOI:** 10.1007/978-3-319-54696-4

**Hardcover ISBN:** 978-3-319-54695-7

### *About the Author*

Scott Edward Bennett is an Associate Professor of Political Science at Carleton University, Canada. He is also Managing Director at the Community Analytics Institute.

## Political Marketing and Management in Ghana: A New Architecture

Editors: Kobby Mensah

Series Title: Palgrave Studies in Political Marketing and Management

Publisher: Palgrave Macmillan

eBook ISBN: 978-3-319-57373-1

DOI: 10.1007/978-3-319-57373-1

Hardcover ISBN: 978-3-319-57372-4

This book focuses on the emergence of new frames of political engagement underpinned by concepts in marketing, management, organisation, and business. It goes beyond political electioneering and campaigning and considers business theories such as market research, segmentation, social media, brand architecture, and human resource management. With contributions from a range of skilled experts in this field, Political Marketing and Management in Ghana emphasises and provides insights on the symbols-oriented approach of political campaigning in Africa, and distinguishes this from the technology-driven process of the west. Offering a total understanding of African politics and its supply and demand interactivity between key actors, this book is of great use to academics interested in political science, communications, marketing, and business and management.

### *About the editor*

Kobby Mensah is a Lecturer at the University of Ghana Business School and Coordinator of Marketing and Communication (UGBS Marcoms).

### *Reviews*

“Political Marketing and Management in Ghana offers ground breaking research into political marketing and management in a developing democracy, significantly broadening our understanding of how business concepts and techniques permeate politics in different circumstances. Covering a range of topics including political HR and branding in parties, it lays important foundations for new political marketing and management research beyond the usual focus on established democracies such as the UK and US.” (Jennifer Lees-Marshment, Professor, The University of Auckland, New Zealand)

“A pace-setting book on political marketing in Ghana that offers a strategic direction to political campaigning, financing, human resource management and leadership.” (Joshua Yindenaba Abor, Professor and Dean, The University of Ghana Business School, University of Ghana, Legon)

## 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 May, July, and October) please send it to Edward Elder at [eeld001@aucklanduni.ac.nz](mailto: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 20 October 2017.**

Edited by Edward Elder