



MARKETING MANAGEMENT

FOR POLITICAL PARTIES

ROWLAND WORLU, Ph.D

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*FOR POLITICAL PARTIES***



MACROWLY KONSULT

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DEDICATION

This work is dedicated, with gratitude, to M.O. Ajayi (a Professor of Political Science), J.A. Bello (a Professor of Organizational Behaviour), and I.C. Achumba (a Professor of Marketing) for painstakingly and collaboratively supervising my doctoral work in Political Marketing and Management.

PREFACE

There has been an upsurge of interest in political marketing in recent years. Yet relatively little academic work has been conducted into its nature – either theoretically or empirically. What exists has been the use of marketing in political campaigning, which though important, limits discussion to just one aspect of a party's behaviour where marketing can have an influence.

Marketing as used in commercial parlance is not just about the slogans or catch-phrases used to sell the product. It is used to inform the design of that product. Relating this idea to parties, marketing can be used in deciding what policies to adopt and what organizational structures to employ. More importantly, it has been used by political parties around the world, particularly in the advanced democracies to secure the mandate of the electorate.

This wider utilization of marketing has brought a fresh impetus to the identity crisis of marketing while at the same time affecting many aspects of the parties' behaviour, including leadership powers, membership rights, constitution and policies not just their campaigning activities. This has much wider ramifications and imperatives, suggesting a new role for political parties, with normative implications for politics as a whole. This text, which is arguably the first of its kind in this part of the clime, explores the potentials of political marketing and its use to inform all aspects of party behaviour, not just campaigning.

The text attempts to show that political parties can apply not just the techniques of marketing, but its concepts. The parties can determine their policies to suit voters' concerns (using findings from survey research and focus groups), rather than basing them on ideological considerations. By so doing, they will be

attempting to become what in business terms is called “market-oriented” and designing their ‘product’ to suit consumer (citizen) demands.

This would imply a new role for political parties, one at odds with the traditional role assumed by the standard literature. Thus in the process of exploring the full potential of political marketing on a theoretical level, the text integrates both management and political science literature to create models of how a political party might use marketing and become “market-oriented.” It is written with certain people in mind. These include politicians, electoral process managers and policy makers, scholars in the fields of marketing, political science, sociology and management as well as post graduate students undertaking courses in the areas of ‘communication strategies, political campaign management’, and ‘model building’.

Rowland Worlu, Ph.D.

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Also worthy of mention is the invaluable assistance I received from Professor S.O. Otokiti, and Dr. O.U. Asikhia. Both of them can aptly be described as the emperors of my department's golden arches, ardent gatekeepers and keen custodians of academic excellence. Their relentless and painstaking attention to details enhanced the quality of my doctoral work, and by implication this text. Indeed, I salute their academic prowess.

It is further with extreme pleasure that I place on record my gratitude to the galaxy of academic giants I met at different epochs of my life, and whose influence on my development as an intellectual leaves nothing to be desired. Prominent among them are Dr. D.W. Maclayton, Dr. G.I. Umoh, Dr. Patrick Edewor, Captain Elechi Amadi, Dr. Obi Wali, Professors Bedford Fubara, Otonti Nduka, Augustine Ahiauzu, Chituru Achinewhu, Nnamadi

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A text of this nature is necessarily based on a wide variety of original sources. While I have made original contributions in some specific areas of analysis, including the conceptual and theoretical frameworks, the bulk of the materials on which the text is based came from other contributors. I have shown the sources of these materials at the appropriate points. I therefore acknowledge my debt of gratitude to the authors of these materials, and indeed many libraries (including Covenant University Library) whose collections reduced my workload.

It is quite otiose to assert that this work would have come to fruition without the motivation, commitment and support of my relations. Prominent among these are Sir Chris N. Worlu (my elder brother) and his wife (Priscilla Worlu), Dr. OVC Okene, Mr. and Mrs. Ovunda Oriji, Mr. and Mrs. Patrick Worlu and Mr. &

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Finally, this treatise retains my individual brand. In view of the enormity of effort committed to its production, it is my fondest desire that no errors be found; but if any is discovered, I pronounce here the customary absolution, relieving all persons mentioned above the responsibility for what I have written.

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CHAPTER ONE

STRATEGY AND CONCEPTS IN POLITICAL MARKETING

Learning Objectives:

At the end of this chapter, the reader should be able to:

- (a) Discuss the concepts and dimensions of strategy in political marketing.
- (b) Appreciate the influence of marketing in politics.
- (c) Define election and electoral process.
- (d) Describe the functions of political parties.
- (e) Show that political marketing is a service.
- (f) Explain how political marketing differs from commercial marketing.

1.0 INTRODUCTION

Prior to Nigerian independence in 1960, the colonial administration had organized a couple of general elections without any deliberate and systematic marketing programme undertaken in any of them. Yet, political parties and candidates canvassed for votes, located offices in different towns and villages, etc. This explains why researchers in political marketing will continue to discover that political parties do not always consciously make marketing decisions although one might classify some of their activities or processes as marketing management.

After independence, however, a new dimension was observed as political marketing communications started gaining ground. In 1963 elections, for instance, advertising gained prominence as notable politicians like Chief Obafemi Awolowo of the Action Group, used it to send messages to the public. Sales promotion

also had its own slot when chief Awolowo used helicopters to write campaign messages in the sky (i.e. sky writing) to propagate his campaign messages.

During the series of election conducted in 1979 to usher in the second Republic, deliberate efforts were made by virtually all parties to persuade voters by using marketing promotional techniques like advertising, sales promotion, personal selling, publicity, and even direct Marketing.

The trend continued in 1983 with the hiring of advertising agencies by some of the political parties to promote their candidates. The National Party of Nigeria (NPN), for example, hired Saatchi and Saatchi from Britain.

However, the best of times for political marketers in Nigeria came between 1991 and 1994 when Social Democratic Party (SDP) and National Republican Convention (NRC) which contested in the series of elections within the period continued the tradition of using professional advertising agencies. The SDP had a foreign team comprising British and America experts that worked with their Nigerian counterparts (e.g. Sunrise Marketing Communications). The NRC also followed suit as it syndicated creative campaign efforts through Nigerian and foreign experts.

The result was that the SDP candidate (MKO Abiola) had a clear victory with 58.6% of all the votes cast, and having at least one third of the votes cast in 29 out of the then 30 states in Nigeria.

As some researchers has pointed out, the 1993 presidential election gained popularity among Nigerians and therefore generally accepted by the people. It was also acclaimed by both national and international observers as the most genuine, freest and fairest in the history of elections in Nigeria.

ABOUT THE BOOK

For all the attention it has received in the advanced democracies, the application of commercial marketing tactics to elections is still confined to formal election campaign periods, packaging and spin doctoring as well as the common trivia of much media attention in Nigeria, and other developing democracies. To bring about a paradigm shift, **marketing management for political parties** has surfaced and posits that political marketing is about political organisations adapting business-marketing concepts and techniques to help them achieve their goals.

In other words, this text offers new ways of understanding modern politics and so presents what democratic parties and candidates must do to get elected. It offers insights into the strategic options and behaviour of parties as well as electorate. Its focus extends from campaigning into the high politics of government and party management with explanatory models of party and voter behaviour. Above all, it asserts, quite frankly, that political marketing is crucial in every democracy because the use of marketing in democratic processes changes relationships among leaders, parties and voters for collective benefits. It is therefore recommended for politicians, academics, and public office seekers and holders.

ABOUT THE AUTHOR



Rowland Worlu obtained his B.Sc and MBA degrees in Marketing from Rivers State University of Science and Technology, Port Harcourt. He earned his Ph.D degree in Political Marketing and Management from Covenant University, Ota-Nigeria. He also holds a Diploma in Creative Writing which he obtained from The Writing School, London. He is a member of faculty in Covenant University, Ota, where he teaches services and political marketing with dexterity. He has authored many books across disciplines and

published a number of research findings in both local and foreign journals as well as conference proceedings. Besides, he is a novelist and playwright with some notches in literary awards.

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