Title of Article: Exploring the Marketing Mix Elements in Nigeria Politics.
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Abstract: Political Marketing has not sufficiently attracted the interest of scholars in Nigeria going by the limited work published so far in the area. This seems strange when it is reckoned that political campaign (an aspect of political marketing) is not new. The Greeks had used it in the establishment of Government in Athens. Today, politicians in Nigeria communicate with the electorate through varying dimensions of political marketing, yet not much is known about the discipline. Admittedly, political scientist have documented the changes in electioneering campaigns but the role of marketing in managing such campaigns is yet to be underscored. It is in this context that this study explores political marketing as a discipline by building a theoretical framework which spotlights the specific application of marketing mix elements in politics. The premise is the prospect of greater use of marketing techniques in voter persuasion in Nigerian future elections.