Title of Article: The Dynamics of Marketing Strategies in Nigerian Party Politics
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Abstract: The institutional context of political marketing in Nigeria is essentially different from the situation in the United States and other European countries. As a result observers of Nigerian democratic system have argued that the outcome of recent elections in Nigeria indicate that our democracy is witnessing a decline in vitality leading to reduced civic engagement, a decreasing voter turnout during elections, and significant decline in party membership. This worrisome situation is a pointer to the fact that our political parties are yet to maximize the benefit of marketing strategies in politics. This paper confirms the inherent capabilities of marketing strategies to increase a party or candidate’s share of the vote through depth interview with political strategists.

First a hypothetic – deductive model was developed based on the recent development in America and British political marketing management, and now tailored to political marketing scenarios in Nigeria to make the framework more realistic. Based on the result, this paper advocates for a more painstaking adoption of marketing strategies by Nigerian political parties for the sustenance of democratic ideals in Nigeria.