Title of Article: Marketing Management for political Parties.

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Abstract For all the attention it has received in the advanced democracies the application of commercial marketing tactics to elections is till 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 organizations adapting business-marketing concepts and techniques to help them achieve their goals. In order words, this text offers new ways of understanding modern politics and so presents what democratic parties and candidate must do to get elected. It offers insights into the strategic options and behavior of parties as well as electorate. Its focus extends from campaigning into the high politics of governments and party management with explanatory models of party and voter behavior. 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.