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P O L I T I C A L M A R K E T I N G

Annotation. The concepts, purposes and functions of political marketing and traces the development of political marketing in Ukraine was found. The political marketing as an important element of socio-economic relations was considered.

Анотація. Виявлено сутність, цілі та функції політичного маркетингу, а також простежено розвиток політичного маркетингу в Україні. Розглянуто політичний маркетинг як важливий елемент соціально-економічних відносин.

Аннотация. Выявлена сущность, цели и функции политического маркетинга, а также прослежено развитие политического маркетинга в Украине. Рассмотрено политический маркетинг как важный элемент социально-экономических отношений.

Key words: political marketing, political communications, candidate, political party, democratic systems, political environment.

Political marketing plays a significant role in politics and is essential element of electoral campaign. This research paper provides the definitions of "Political marketing" and determines its concepts, purposes and functions.

There are many well-known economists who worked in the same direction. Maarek, Lock, Harris, Scammell and others studied such processes as:
contradictions of political marketing and modern political;
functions and purposes of political marketing.

The novelty and topicality of this paper are to study functions of political marketing and to widen the knowledge of the political marketing in Ukraine.

The practical application of this paper is to use the results of the paper in the further research work.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives.

Harrop perceives political marketing as being not just about political advertising, party political broadcasts and electoral speeches but covering the whole area of party positioning in the electoral market. Kavanagh sees political marketing as electioneering, i.e. as a set of strategies and tools to trace and study public opinion before and during an election campaign, to develop campaign communications and to assess their impact. A similar view is expressed by Scammell [1, p. 720].

Lock and Harris identify seven main differences between mainstream and political marketing:

1. Unlike every other purchasing decision, all voters make their choice on the same day. Moreover, although there are similarities between opinion polls and brand

shares' tracking methods, the latter are based on actual purchasing decisions while the former are based on hypothetical questions.

2. Voting choice, unlike any other purchasing decision, has no direct or indirect individual costs attached to it.

3. Voters have to live with the collective choice even though it may not have been their preference.

4. In elections winner takes all, especially in countries such as the UK where the electoral system is "first past the post".

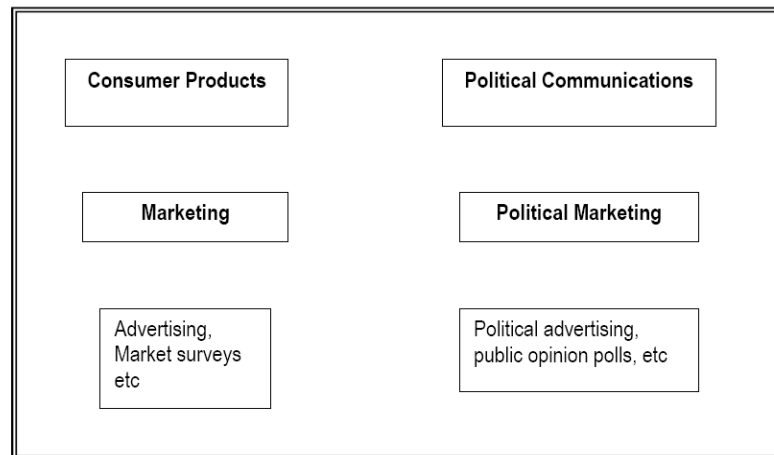
5. Political parties and candidates are complex intangible products which the voters cannot unbundle and thus they have to decide on the totality of the package.

6. In many countries (this applies to the UK as well) it is very difficult to form a new and successful party.

7. In most mainstream marketing situations, brand leaders tend to stay in front [2, p. 26].

Scammell notes that "the political communications literature... tends to treat political marketing as only one aspect of broader processes" [1, p. 727].

Butler and Collins present the structural characteristics of political marketing as follows (Picture).



Picture. Visual aid for his use of terminology

Functions of political marketing are pre-requisites for successful political marketing management. According to political marketing theorists, there are eight generic functions of a successful political marketing [3, p. 14].

Modern democratic systems cannot exist without exerting persuasive influence on their citizens. However, such persuasion is a propaganda action of the elites aimed at manipulating citizens. It poses a threat to the society as well as to the stability of democracy. Therefore, learning and developing strategies to help citizens to defend themselves from the manipulations of the ruling and those fighting for power is an important challenge for not only journalists and educators but also for psychologists, sociologists, and political scientists.

During the run-up to elections, it's become quite common to see Ukrainian artists appearing on stage during political rallies. Candidates scramble to get the most popular celebrities to perform on their behalf, hoping that voters will associate the singer with the candidate.

As with much else in Ukrainian politics, it's not necessarily as it appears. For performers, the interest is usually a business matter, rather than a personal endorsement.

The Western tradition of stars holding concerts to support a candidate or to benefit a candidate's campaign fund has not appeared in Ukraine, primarily because the political environments are so different. In the West, candidates represent an ideology, and voters relate to the candidate's position or political party platform.

Though political marketing management is an integral part of elections campaigns in democracy, scholars question the increasing use of professionalism in democratic process which in turn lead to de-politicization of democracy itself.

In conclusion it must be said that marketing is an important element of the political environment. Hence, a successful political campaign depends on efficient appliances of all the functions of political marketing to influence effectively in the political sphere activities.

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