

Political Marketing

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Abstract

Political Marketing is an off-shoot of traditional marketing theory. This study is on the social and democratic implications of using marketing in political campaign. Marketing strategies are used in politics by politicians to communicate with the voters and electoral community. It is evolving and the strategies, communications and campaigns rely on political marketing for success in elections. The outline of this study includes segments of political marketing which were discussed along-side with the model of political marketing and its components. Detailed in the study also are functionality of political marketing; political marketing and lobbying and its impact on election and democracy. Efforts were made to dovetail political marketing and the criticisms about it. General findings were discussed and conclusion drawn upon it.

Key words: *Political Marketing, Segments, Model, Political Marketing vs Political Science, Functionality of Political Marketing, Political Marketing and Lobbying, Impact, Criticism*

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