

## **Routledge Handbook of Political Marketing**

Edited by Dr. Jennifer Lees-Marshment

Editorial board: Dr Roger Mortimore, Dr Ken Cosgrove, Dr Robin Pettitt, Dr Alex Marland, Professor Jesper Stromback, Dr Nigel Jackson, Dr Claire Robinson and Dr Khariah Salwa-Mohktar

### **Call for proposed chapter outlines**

#### **The handbook**

Routledge have asked me to edit the *Routledge Handbook of Political marketing* which will consist of up to 40 chapters of 6,500 words including references by leading and emerging scholars across the world, but with a bias towards those based in North America. The goals of the handbook are to:

- Produce an accessible introduction to the field which will also set the direction of research in the years to come
- Provide cutting edge contributions written by emerging and established academic experts and informed practitioners around the world, but particular N.America
- Present the latest research in the field including new areas and convey it in a comprehensible manner
- Address the practicalities of political marketing
- Consider the broader impact of political marketing on politics including its' role in the changing relationship between political leaders, parties and voters

#### **Call for potential authors: send outline by Monday 14 December 2009**

To encourage as broad a scope of ideas, authors, and topics, and also check the potential content of chapters to ensure they meet the goals and do not overlap, I am putting out a call for authors to propose chapter outlines. Whilst I will also invite authors individually, a call will help keep the book fresh and diverse. Authors are asked to provide an outline to help avoid repetition and duplication and make sure chapters following the proposed structure. To ensure cohesivity of the handbook overall, each chapter needs to follow the specified focus and structure which is outlined below.

#### **Chapter focus: conceptual, empirical and comparative**

The content will be organised conceptually; chapters must consider literature/theory but also provide an empirical illustration; and do so with a comparative perspective. Single-country case studies are not desirable, with the exception of those that have a North American (esp. US) bias, but even then the comparative implications need to be considered – so that there is a clear and noted applicability/lessons beyond that particular case/country. For example if a chapter considers market intelligence in Malaysia for example, it can consider what this says about intelligence in Asia/new democracies/where parties have been in power for a long time; if focused on a particular US candidate, then they must suggest how other candidates in the US and elsewhere may learn from that case.

#### **Chapter structure**

Each chapter will be asked to consider and address the following questions:

1. *What is it* – the topic explained comprehensively so people can understand
2. *What has been written about it before* – summary of key works/literature/references
3. *What are the results of new research* – new research and work in progress if the author has any
4. *What works* – generic conclusions from the literature and new research about what works so practitioners can access thoughts on how effective this part of political marketing is easily. Also to consider what does not work so well, and what barriers get in the way, and what solutions there are.

5. *What is the impact on politics:* consider the potential impact on democracy, leadership, creativity, policy, needs versus wants, participation and relationship between government and citizens etc – thus linking with subfields of political science
6. *What should be the way forward:* for research, study, training and practice

### **Chapter outline: suggested topics**

Below are suggested topics. Colleagues are free to suggest others. Potential authors can suggest more than one chapter

#### **Section A Understanding the market, gathering ideas and debate**

1. **The nature of the voter in the 21<sup>st</sup> century:** issues of consumerisation, citizenship, selfish voting versus voting in the interests of the country, judgement of political elites, efficacy, quality of their judgement, as well as trends in voting behaviour
2. **Stakeholders, target groups and publics: the multidimensionality of politically salient markets.**
3. **Market research, the voter, elections and democracy**
4. **Researching solutions not just the problem: the role of qualitative role play and big talk**
5. **Government public opinion research and consultation**
6. **Segmentation**
7. **Marketing on ethnic and religious based lines**

#### **Section B Product development, branding and strategy**

8. **Market-orientation in global perspective**
9. **Niche marketing: segmentation, strategy and positioning by minor parties**
10. **Managing conflicting demands in product development and the implications for leadership and authenticity**
11. **Branding:** of parties, leaders, candidates etc.
12. **Positioning and managing the competition/coalition**
13. **Political marketing strategy in Asia**
14. **Relationship marketing in politics**

#### **Section C Internal marketing**

15. **Marketing internally** e.g. party leadership contests; the US primaries and why Hillary Clinton did not win
16. **Marketing mobilization to increase activism amongst volunteers and members** (e.g. e-marketing, social networking, relationship marketing, customer loyalty management)
17. **Managing internal culture and potential opposition to marketing**
18. **The internal management of political marketing: building and maintaining internal support**
19. **Developing a long term resourced party organization through RBV (resource based view)**
20. **Marketing and money: the ethics of utilizing marketing in fundraising**

#### **Section D Communicating with the public**

21. **Selling candidates** e.g. presidential candidates, mayors
22. **Connecting with people while advertising: Market-oriented political advertising**
23. **Market-led campaigning: how grass-roots campaign for the candidate**
24. **Mobile marketing: reaching the political consumer anytime anyplace anywhere** e.g. via internet advertising, mobile phone advertising, targeted to suit the receiver behaviour
25. **On-line interactivity: Bringing the public in or the new sales gimmick?**
26. **The impact of the media on marketing communications**
27. **Public relations** e.g. crisis management

## **Section E Marketing in government**

- 28. Delivering in government at national/federal level**
- 29. Managing delivery across**
- 30. Marketing policy and ideas – the role of think tanks and interest groups in turning the political product into policy and legislation**
- 31. Involving experts in government product design and consultation**
- 32. Marketing institutions: parliaments/the EU or UN**
- 33. Marketing long-term need over short-term wants: the environment**
- 34. Government management of public opinion on nuclear projects**
- 35. Governments, public opinion and war and defence**
- 36. Maintaining a market-orientation in government**

### **Contributors responsibilities**

Contributors of chapters need to ensure their chapter:

- Meets the word length (6,500 in total - including references, tables, title, bio details etc)
- Follows Routledge's style guide in terms of reference
- Is sent in to meet the set deadlines
- That they let the editor know in advance of any issues; late delivery without agreement may result in a chapter being dropped.

### **Deadlines**

October 1 2010:	Draft 1 of chapter submitted
December 2010:	Editor comments return to authors
March 1 2011:	Final draft of chapters submitted

### **Reward**

I have proposed to Routledge that contributors will receive 1 copy of the Handbook plus £100 worth of Routledge books.

### **Link to conferences: UK PSA and APSA 2010**

Those who are presenting at the UK PSA 2010 political marketing workshop panels, and the potential APSA 2010 political marketing panels, are strongly encouraged to consider submitting their paper or adapted version as a chapter for this book.

### **Editorial discretion**

The handbook will be edited by Jennifer Lees-Marshment, with the advice of an editorial board who will also read draft chapters related to their area. The editorial board have been selected to provide a range of expertise in different areas of political marketing and geographical location. When selecting chapters and authors, we will be mindful of the publisher's desire to see as many North American-based authors as possible, and covering the broadest range of areas possible. This may mean we have to reject some otherwise excellent potential chapters and authors and colleagues should be aware that this is not what we would like to see happen, but we have to work to the publisher's brief. This may be a chance for you to work with US-based colleagues for once or consider branching into new areas or focusing on a different topic to normal, and also writing comparatively instead of just one country. Please also note that the book manuscript will need to pass peer review to be accepted for publication by Routledge and we will need to reserve the right to reject a chapter at any stage.

### **Sending in your outline**

If you are interested in doing this, then please send a brief outline of up to 500 words/1 page to me at [j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz) by: **Monday 14 December 2009**. The outline can just be bullet points at this stage, but please use the form below to help you follow the guidelines.

**Proposed chapter for *The Routledge Handbook of Political Marketing*: an outline**

**Name:**

**Email:**

**Institution/Organisation:**

**Proposed chapter title:**

**Section it fits into:**

**Brief outline of the content:**

*Conceptual/theoretical focus*

*Empirical cases/examples*

*Comparative focus/lessons*

Please send an outline to Jennifer Lees-Marshment at [j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz) by **Monday 14 December 2009**