

**Political Studies 327**  
**Political Marketing**  
**St. Thomas More College, University of Saskatchewan**

Instructor: Dr. David McGrane

Time: Tuesdays and Thursdays, 2:30pm-3:50pm

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### **Course Description**

Political marketing is a sub-field of political science that applies concepts from business marketing literature to the study of politics. It explores the use of marketing techniques by political parties to win elections, governments to 'sell' their policies to citizens, and social movements to sway public opinion in their favour and lobby decision-makers. In this course, students will learn the basic concepts of political marketing and apply these concepts to examples from Canada and around the world.

### **Prerequisites**

12 credit units of POLS and/or IS; or 36 credit units at the university level, including at least 6 credit units of ANTH, ENG, HIST, INDG, IS, POLS, RLST, SOC, or WGST.

### **Learning Objectives**

By the end of this course students will be able to:

- Understand the various theories of political marketing.
- Identify marketing practices in contemporary politics of several countries.
- Engage in the ongoing debate about the effect of political marketing on democracy.

### **Land Acknowledgement**

As we gather here today, we acknowledge we are on Treaty Six Territory and the Homeland of the Métis. We pay our respect to the First Nation and Métis ancestors of this place and reaffirm our relationship with one another. We recognize that in the course of your studies you will spend time learning in other traditional territories and Métis homelands. We wish you safe, productive and respectful encounters in these places.

## **Important Guidelines for this Transition Term**

During this transition term it is important that we undertake in-person elements of this class safely. In order to do this the university has developed a set of expectations and safety protocols that all students must adhere to if they are to engage in in-person activity.

Throughout the term:

- **Protect the pack:** Right now, the impact of student choices and activities when not on campus cannot be separated from time spent on campus. In order to “protect the pack”, the university is asking all students who are doing in-person work to be mindful and do whatever possible to lower the risk that you will contract COVID-19 and bring it onto campus.
- **Know what is required and expected of you:** One of the critical lessons learned in dealing with COVID-19 is knowing that situations can change and we must be flexible and ready to adjust our safety protocols. Instead of listing all of the relevant information in your course outline, the university has created [a webpage](https://covid19.usask.ca/students.php#Oncampusessentials) (<https://covid19.usask.ca/students.php#Oncampusessentials>) where all up-to-date information around returning to campus is listed. **You are responsible for regularly** checking the health and safety guidelines at <https://covid19.usask.ca/about/safety.php#Expectations> and knowing what is expected of you throughout the fall term.
- **Follow all guidance:** Students are expected to follow all guidance provided by the University’s Pandemic Recovery/Response Team (PRT), College/Department, professors, lab instructors, TAs, and any other staff member involved in the in-person academic program activities (e.g., Protective Services, Safety Resources).
- **Key channels of communication:** If there is a need for the class to pause meeting in-person for a period of time you will be notified. If this occurs, you will be provided with detailed information on what you will need to do in place of the in-person class sessions (e.g., read content posted in Canvas, complete learning activities in Canvas).

## **Course Requirements**

- 1.) 20%- 2-3 page critical review of a journal article from the *Journal of Political Marketing* chosen from a list provided by the instructor. **Due on October 14<sup>th</sup>, 2021 in class.**
- 2.) 45%- 10 page paper on a topic distributed by the instructor. **Due on November 25<sup>th</sup>, 2021 in class.**
- 3.) 35%- Final exam, date and time to be announced.

Papers should be in hard copy format and must delivered to me personally in class. E-mailed assignments to the instructor will not be accepted. There is no requirement to complete all of the assignments to pass the class. The article review is due in class on

October 14, 2021. However, there are no late penalties for this assignment. If you hand the article review to me in class on October 14, 2021, you will receive the article review back with comments at the October 21, 2021 class. If you hand the paper into me at the October 21, 2021 class, you will receive the article review back with comments at the final examination, but you will not know the mark of your final paper before writing the final examination. Any article reviews handed to me during the time period between October 22, 2021 and the final examination date will be returned without comments and only a mark.

The final paper is due in class on November 25, 2021. Again, there are no late penalties for this assignment. If you hand the final paper into me in class on November 25, 2021, you will receive the paper back with comments at the December 2, 2021 class. If you hand the paper into me at the December 2, 2021 class, you will receive the paper back with comments at the final examination, but you will not know the mark of your final paper before writing the final examination. Any final papers handed to me during the time period between December 3, 2021 and the final examination date will be returned without comments and only a mark.

The final paper assignment must be handed to me in hard copy at the beginning of the final examination at the very latest. **If I do not have your final paper assignment in my hands at the beginning of the final examination, then you will not be allowed to write the final examination.** In that case, you will be assigned a numeric grade from the assignments that you have completed up to that point and the along with the grade comment of INF (Incomplete Failure). If there are special circumstances that lead you miss the final examination and the final opportunity to hand in your final paper (e.g. a family or medical emergency), you can then apply for a deferred examination and hand the final paper into me before the deferred examination time period begins. In that case, you would apply to your college's general office for a deferred examination and not the instructor. The granting of a deferred examination is at the discretion of your college and college will generally need documentation of the family or medical emergency that prevents you from writing the final examination. Deferred examinations for this class cost \$40 and will be held at a yet to be specified time during the Winter of 2022. If you do not get the final paper to me before the beginning of the deferred examination period in Winter of 2022, you will not be allowed to write the deferred examination and your final grade for this class will remain the numeric grade from the assignments that you have completed to that point and the along with the grade comment of INF (Incomplete Failure).

Concerns about the marking of assignments are welcome after the student has waited at least 24 hours from when they received their mark. If the student has concerns about the mark that they received for an assignment, they are asked to submit a written memo of a half page to the instructor explaining their concern at the beginning of the class after the assignment has been handed back to the student. The instructor will then report back to the student on their concern.

## Required Texts

1.) Jennifer Lees-Marshment et al.. *Political Marketing: Principles and Applications, Third Edition*. New York: Routledge. 2019.

2.) Journal articles and other texts posted on Canvas.

3.) I am trying to make our course a paperless class. Over the course of our class, I will be posting handouts onto Canvas that we will be using during class time. Please have an electronic device connected to the internet such as a laptop, tablet, or telephone to access these handouts when we discuss them in class.

Also, note that <http://www.political-marketing.org/> is a very useful website for the class and your assignments.

\*\*\*\* Lectures will heavily discuss the readings in the textbook, but they will not summarize or replicate the readings. In class discussions, you will be expected to critically interact with the assigned readings. **Thus, it is imperative for all students to read each of the readings and bring their textbook to class.**

## Plagiarism

The St. Thomas More Faculty Council has adopted the following policy on plagiarism:

“St. Thomas More College follows the rules regarding Academic Dishonest as delineated in the University of Saskatchewan Calendar. Of those, plagiarism is a particularly serious offence that involves presenting a person’s writing, ideas, or creative work as your own. When quoting, paraphrasing, describing, presenting, summarizing, or translating the work of others, you must acknowledge the source of the information you use, which includes ensuring that the reader can differentiate between your words and the words of others. Sources may come in print, electronic, digital, visual, or oral form, and be provided by a published author, fellow student, artist, or Internet site. Purchasing papers is not permitted. It is your responsibility to understand what constitutes plagiarism; when in doubt, consult your professor.”

It should also be noted that sub-section C of section 2 of the University of Saskatchewan’s *Regulations on Student Academic Misconduct* defines academic misconduct as: "Using work done in one course in fulfillment of any requirement of another course unless approval is obtained from the instructor by whom the material is being evaluated." As such, you need my permission to use substantial portions of a paper that you have handed into another professor for our class’ final paper.

Please read the PDF file attached here:

[http://www.usask.ca/university\\_secretary/pdf/dishonesty\\_info\\_sheet.pdf](http://www.usask.ca/university_secretary/pdf/dishonesty_info_sheet.pdf)

## **Students with Disabilities**

If you are a student who is registered with the office of Access and Equity Services (AES), you may apply for unique services or arrangements to complete the requirements for this course. Normally, these services will be provided through the Access and Equity Services (AES) Centre. If you have not registered with the Access and Equity Services (AES), it is advisable to do so as soon as possible.

## **Lecture and Reading Schedule**

**All Readings are required.**

**Week 1 (September 2): Introduction to class:** No readings

**Week 2 (September 7 and 9), What is Political Marketing? (Part 1):** Chapter 1, "Introduction to Political Marketing" in Lees-Marshment; Avraham Shama. 1976. "The Marketing of Political Candidates", *Journal of the Academy of Marketing Science* 4 (no. 4), 764-777.

**Week 3 (September 14 and 16), What is Political Marketing? (Part 2):** Bruce Newman. 2002. "The Role of Marketing in Politics", *Journal of Political Marketing* 1, (no. 1), 1-5.

**Week 4 (September 21 and 23), Market Intelligence and Conceptualizing Electoral Markets:** Butler, Patrick and Neil Collins. 1996. "Strategic analysis in political markets." *European Journal of Marketing* 30 (no. 10/11), 25-36; Chapter 3, "Political Market Research" in Lees-Marshment et al.

**Week 5 (September 28), Political Market Orientation:** Chapter 2, "Political Strategy" in Lees-Marshment et al.; Robert Ormrod. 2005. "A Conceptual Model of Political Market Orientation". *Journal of NonProfit & Public Sector Marketing*, 14 (no. 1), 47-64.

**PLEASE NOTE UNIVERSITY CLOSED ON SEPTEMBER 30<sup>th</sup> FOR NATIONAL DAY FOR TRUTH AND RECONCILIATION AND THERE IS NO CLASS ON THAT DAY**

**Week 6 (October 5 and 7), Political Branding:** Chapter 4, "Political Branding" in Lees-Marshment et al.; Sigge Winther Nielsen. 2015. "On Political Brands: A Systematic Review of the Literature". *Journal of Political Marketing*. 1-29.

**Week 7, (October 12 and 14), Political Advertising:** Chapter 6, "Broadcast Political Marketing Communication" in Lees-Marshment et al. **ARTICLE REVIEW DUE ON OCTOBER 14, 2021.**

**Week 8 (October 19 and 21), Big Data, Relationship Marketing, and Digital Politics:** Chapter 7, "Relational Political Marketing Communication" in Lees-Marshment et al.; *The Great Hack* (A documentary shown in class); Brittany Kaiser, "Facebook

should pay its 2bn users for their personal data”, *The Financial Times*, 2018; Jessica Baldwin-Philippi, 2019, “Data Campaigning: Between Empirics and Assumptions.”

**Week 9 (October 26 and 28), Party Organization:** Chapter 5, “Internal Political Marketing” in Lees-Marshment et al.

**Week 10 (November 2 and 4), Political Marketing and Governing:** Chapter 8, “Political Delivery Marketing” in Lees-Marshment et al.

**Week 11, Reading Week:** No classes on November 9 and 11.

**Week 12 (November 16 and 18), Political Marketing, Democracy, and Ethics:** Alex Marland and Angelia Wagner. 2019. “Scripted Messengers: How Party Discipline and Branding Turn Election Candidates and Legislators into Brand Ambassadors”, *Journal of Political Marketing*; Chapter 9, “Political Marketing Practice and Ethics” in Lees-Marshment et al.

**Week 13 (November 23 and 25), Political Management 1 (Central Campaigns):** David McGrane and Anne McGrath. “National Campaign Directors” in *Inside the Campaign: Managing Elections in Canada*, Alex Marland and Thierry Giasson (editors), University of British Columbia Press, 2020. **FINAL PAPER DUE ON NOVEMBER 25, 2021.**

**Week 14 (November 30 and December 2), Political Management 2 (Local Campaigns):** Joshua Kalla and David Broockman, “The Minimal Persuasive Effects of Campaign Contact in General Elections: Evidence from 49 Field Experiments” *American Political Science Review* 112, (no. 1), 2018, pp.148-166.

### **Other Services:**

**Student Health and Counselling Services:** Students who find they are having personal or health issues during the term can find assistance through Student Health and Counselling Services. <http://students.usask.ca/current/life/health/>

### **Student Learning Services**

Student Learning Services (SLS) offers assistance to U of S undergrad and graduate students. For information on specific services, please see the SLS web site <http://library.usask.ca/studentlearning/>.

### **Student and Enrolment Services Division**

The Student and Enrolment Services Division (SESD) focuses on providing developmental and support services and programs to students and the university community. For more information, see the students’ web site <http://students.usask.ca>.

### **Financial Support**

Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact Student Central (<https://students.usask.ca/student-central.php>).

**Aboriginal Students Centre**

The Aboriginal Students Centre (ASC) is dedicated to supporting Aboriginal student academic and personal success. The centre offers personal, social, cultural and some academic supports to Métis, First Nations, and Inuit students. The centre is also dedicated to intercultural education, bringing Aboriginal and non-Aboriginal students together to learn from, with and about one another in a respectful, inclusive and safe environment. Students are encouraged to visit the ASC's Facebook page (<https://www.facebook.com/aboriginalstudentscentre/>) to learn more.

**International Student and Study Abroad Centre**

The International Student and Study Abroad Centre (ISSAC) supports student success in their international education experiences at the U of S and abroad. ISSAC is here to assist all international undergraduate, graduate, exchange and English as a Second Language students and their families in their transition to the U of S and Saskatoon. ISSAC offers advising and support on all matters that affect international students and their families and on all matters related to studying abroad. Please visit [students.usask.ca](https://students.usask.ca) for more information