

CIMG Programme Pathway 6 Professional Marketer

Political Marketing (PMS 605)

DECEMBER 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY

Women participation in politics

The fight for gender equality and an increase in women's participation in political party activities has been a difficult one even though it has received considerable attention from reputable institutions. This has resulted in several policies being rolled out such as the Sustainable Development Goal (SDG) 5.5, which seeks to attain full and equal participation for women in all forms of leadership i.e., political, public and economic spheres of life (UN Economic and Social Council, 2017).

Another is the Beijing Platform for Action, implemented 25 years ago, which was channeled in the same direction i.e., gender equality. It was anticipated that this plan of action will help resolve the issue of gender inequality and increase women participation at all levels of decision making but this seems to happen at a rather slow pace. Just like men, women have tremendous roles to play in society. They possess innate qualities that when put to their full potential, will benefit society. Women throughout the world face obstacles in their participation in politics.

Research conducted by International Institute for Democracy and Electoral Assistance (IDEA, 2019), shows that the rate of female representation stood at about 16% globally and this low representation according to them was attributed to the prevailing social and economic regimes as well as existing political structures. However, across all regions, it is seen that tremendous progress has been made when it comes to the issue of women's underrepresentation in parliament and other legislative positions. There has been a significant increase from 11.3% in 1995 to 16% in 2005 and 21.8% seats won in 2011 followed by a 24.3% increase in 2019, representing a global average of 19.5% (IDEA, 2019).

Some countries have recorded a tremendous increase in women representation in national parliaments notable amongst these countries in sub-Saharan Africa with at least 30% (IDEA, 2019). The UN through the adoption of the Convention on the Elimination of All Forms of Discrimination against Women was classified as an international bill of rights for women (UN Women, 2008). It consisted of thirty (30) articles that elaborate on what constitutes discrimination against women and outlines measures to help end such discrimination (UN Women & OHCHR, 2008).

The UN Women (2021) indicated in a report titled "Facts and Figures that: Women's leadership and Political Participation" that women's equal participation and leadership in political and public life are essential to achieving the Sustainable Development Goals by

2030. They further proved that women are underrepresented at all levels of decision-making worldwide and achieving gender parity in political life is far off. The report compiled by the Statistics Division of the Department of Economic and Social Affairs of the United Nation indicated that as of January 2021, women's representation in national parliaments have reached 24.9%, an increase of 2.6% from 22.3% in 2015. Their report extensively covers women's representation across all forms of leadership globally, categorizing women in executive government positions, women in national parliaments, and women in local government.

However, only 13% and 15% of countries according to this report have reached gender balance in national parliaments and local government (UN Women, 2021).

QUESTION ONE - COMPULSORY

A leading political party has appointed you as a consultant and you have been tasked by the leadership of the party to write a report which considers.

- a) A detailed political marketing plan that can be used to increase women participation in the party's activities. **(30 marks)**

- b) Women participation in politics in Ghana is declining. What five (5) strategies will you advise political parties to adopt to reverse this trend, especially in the next election. **(10 marks)**

(Total 40 marks)

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION TWO

Political propaganda is a tool that political parties use as a means of persuading their constituents. Outline in a report format any five (5) types of propaganda that a party can use for any two (2) of the following.

- a) the strong holds
- b) the non-strong holds
- c) the swing areas

(Total 20 marks)

QUESTION THREE

The interface between political parties and other institutions is paramount when it comes to governance.

- a) Identify any four interfaces that can link government to governance. **(10 marks)**
- b) Outline any five challenges that governments face in their attempt to institutionalize such interfaces. **(10 marks)**

(Total 20 marks)

QUESTION FOUR

Political manifestos are typically released in advance of elections or other major political events and are used to communicate the party or individual's pledges to voters and the broader public.

- a) Identify and explain any five features of a political manifesto. **(10 marks)**
- b) State and explain any five qualities of a political manifesto from the marketers' perspective that can be used to persuade voters. **(10 marks)**

(Total 20 marks)

QUESTION FIVE

- a) Identify and explain any five (5) ways by which the government of Ghana can fund its businesses such as social intervention programmes **(10 marks)**
- b) How might the funding required be obtained **(10 marks)**

(Total 20 marks)

QUESTION SIX

Branding is key in politics.

- a. Write a report to the campaign manager of a political party of your choice explaining the importance of branding the candidate in an election. **(10 marks)**
- b. Your report should also capture five ways by which the candidate can be branded.

(10 marks)

Total (20 marks)