

# CIMG Programme Pathway 6 Professional Marketer

**Political Marketing (PMS 605)**

**JUNE 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 - COMPULSORY**

#### **POLITICAL CAMPAIGNS**

Political campaigns seem to be very important in elections. They aid politicians to put their messages across to voters and also help voters to assess politicians and make informed decisions. Surveys show that campaigns influence voters by passing on messages that emphasize party identification and remind voters of present issues concerning presidential performance. Communication is important in political campaigns because it assists candidates to transmit information about themselves and their policies, convince voters, mobilize them, generate funds and elicit feedback from the audience. Therefore, political campaigns revolve around communication. The media are the primary sources and channel of communication in political campaigns. They inform voters at large about the policy positions and behaviour of political actors. The media serve as the most significant, if not the only, source " of information for citizens in a republic. They are also the main channels of communication between politicians and citizens, as well as among politicians and other players in the political world like party officials, campaign managers and fundraisers. The importance of the role played by the media in elections might have been the reason why Chapter Twelve (Article 163) of the 1992 constitution of Ghana charged all Ghanaian state-owned media Corporations to ensure free, fair and equal coverage to all political parties and candidates.

Television, radio, newspapers, posters are among the different forms of mass media that are mostly used in political campaigns worldwide. For example, in Ghana, the two main political parties (The New Patriotic Party and the National Democratic Congress) advertised on huge billboards throughout the country during the 2016 presidential campaign season. In Kenya, politicians, advertised on various media platforms including print and electronic media such as television, newspapers, billboards, and posters during their 2013 general election. In recent times, media campaigns about politics seem to have taken a new dimension. Many politicians around the world are using social media to campaign. Social media as defined by Kaplan and Haenlein (2010) refer to a group of internet-based applications that are built on " the ideological foundations of Web 2.0 (as a set of principles and practices that tie together a wide array of sites that have user-generated content and make emphasis on social connections).

They include web-based and mobile based technologies that are used to communication into an interactive dialogue among individuals, organisations, and communities. Social media enable users to participate, create and share content. Typical examples of social media platforms include websites such as Facebook, Twitter, Flickr, YouTube and the interactive options on these websites, such as the re-tweeting option on Twitter.

### **QUESTION ONE - COMPULSORY**

You have been appointed as the political marketing strategist for one of the leading political parties in Ghana and the council of elders have asked you to write a report which considers;

- a) a detailed political communications plan that can be used to project the party's fortunes in the 2024 elections. **(30 marks)**
- b) identify and explain any **five (5)** feedback mechanisms that the party can use to address issues of apathy. **(10 marks)**

**Total (40 marks)**

## **PART B**

### **ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

#### **QUESTION TWO**

You have been recruited as the Director of Marketing by a political party that is poised to winning an up-coming election. Your immediate task is to identify any five (5) political marketing strategies that can be used to target voters in the following geographical segments:

- A) the party's strong holds - **(5 marks)**
- B) non-strong holds - **(5 marks)**
- C) swing markets - **(5 marks)**
- D) Floating voters - **(5 marks)**

**Total (20marks)**

#### **QUESTION THREE**

In your role as a senior executive at the Trade Ministry in Ghana outline, in a report format, any **five (5)** strategies that the Ghana government can adopt to position the country well to the international world especially bilateral and multilateral partners. **(10 marks)**

State and identify any five challenges that the Ghana government will face in implementing the strategies mention in (a) above. **(10 marks)**

**Total (20marks)**

#### **QUESTION FOUR**

Political campaigns are meant to persuade voters and encourage them to turn out on voting day. As the campaign strategist for any political party of your choice in Ghana you have been asked by the council of elders to:

- a) Identify and explain five (5) stakeholder groups that a political campaign should focus on. **(10 marks)**
- b) State and explain any five tools that can be used to measure and evaluate the effectiveness of a campaign **(10 marks)**

**Total (20 marks)**

#### **QUESTION FIVE**

The online digital business political campaigns are usually a radical departure for political parties from the traditional one.

- a) What information will a political party require for the development of an online political campaign **(10 marks)**
- b) How might the type of information required be obtained **(10 marks)**

**Total (20 marks)**

## QUESTION SIX

- a. Relationship marketing is important to businesses, as it is for political parties, as they seek to attract and retain members. Explain, with the aid of the six-market model, how political parties can build relationships with voters. **(10 marks)**
  
- b. Using any two variables of your choice, draw a perceptual map to favourably position any political party in Ghana, with a centre-left or centre-right ideological stance, against five other parties. **(10 marks)**

**Total (20 marks)**