

*Marketing Seminar
Winter Term 2024/25*

Literature Research Seminar: Political Marketing

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Political marketing permeates essential parts of public life and society. However, despite its omnipresence in practice, political marketing can still be considered under-researched. In this literature research seminar, you will get to know political marketing both from an empirical interdisciplinary research perspective and by meeting and interacting with experienced practitioners from diverse backgrounds.

First conceptualized as a field of marketing by Kotler (1975) and Shama (1976), political marketing has been at the center of interest by researchers from various disciplines, most prominently marketing, communication, and political science. Ormrod, Henneberg, and O'Shaughnessy (2013, p. 18) define political marketing as “a perspective from which to understand phenomena in the political sphere, and an approach that seeks to facilitate political exchanges of value through interactions in the electoral, parliamentary and governmental markets to manage relationships with stakeholders.” The depth in which these exchanges have been investigated so far varies, partly depending on the analytical priorities of the respective research discipline.

In this seminar, we will predominantly focus on research topics explored in empirical studies from all contributing disciplines. You will be equipped with fundamental theoretical knowledge of the research field as well as the predominant empirical research methods through several workshops at the start of the semester. Based on this, you will conduct your own independent research.



As a participant in this seminar, your task is to write and present a systematic literature review on one of the predetermined research topics. Your systematic literature review will be based on the extant, primarily empirical, research on your topic in all relevant disciplines. While we will attempt to match your interests with the available research topics, we cannot guarantee that you will receive the topic of your choice as each topic is only available for one individual student. Hence, we ask for your understanding that your topic will be allocated to you in a clearly structured process that will consider your preferences.

As an integral part of the seminar, we will have several guest lectures by renowned political marketing researchers and practitioners from almost all facets of the field. Thorough preparation for and active participation in these guest lectures is essential and, therefore, mandatory.

The literature research seminar will end with a final presentation of each student's research results.

Learning Objectives

The main objective of this seminar is to improve your academic writing skills. Furthermore, you will get to know one research topic from the realm of a versatile and highly interdisciplinary research field very well. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific topic, translate academic findings into practical implications, and derive future research opportunities. Moreover, you will train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts that each participant must complete individually:

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presenting (20 minutes) the seminar paper (34% of the final grade)

Both parts must be passed separately to get the final grade. Every student's active participation and individual contribution during in-person events is required and will be documented. Students who pass this seminar will receive **12 credit points** (equivalent to about **360 working hours** of total workload) in the Marketing Major.





Organizational Matters

- Please follow the MCM application process for seminars on the MCM homepage.
- The final grade is wholly based on the individual work by students. This seminar does not contain any grading based on group work.
- The number of participants for this seminar is limited to a maximum of 20 students.
- Please note that submissions of papers and presentations after the respective submission deadline will not be accepted.
- In case of questions, please contact Mara Konduschek (m.konduschek@uni-muenster.de).

Preliminary timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	November	tba
Selection of preferred topics	November	Learnweb
Workshop: Writing Literature Reviews + Assignment of topics	November	tba
Workshop: Understanding Empirical Research Studies	November	tba
Mentoring sessions 1-3 (not mandatory)	three pre-determined dates	Zoom or MCM
Guest lectures (mandatory, 8-10 in total)	From November until February	
Hand-in deadline for paper	February	Learnweb
Mentoring session 4 (not mandatory)	one pre-determined date	Zoom or MCM
Hand-in deadline for presentation	February	Learnweb
Presentations	February	tba



During the seminar, you may schedule mentoring sessions (individual meetings) with your supervisor on the predetermined dates of the mentoring sessions. Each seminar participant will receive a time budget (90 minutes) from which the actual duration of each mentoring session will be deducted. You will coordinate the meetings directly with your supervisor.

References

Kotler, Philip (1975), "Overview of Political Candidate Marketing," *Advances in Consumer Research*, 2 (1), 761–69.

Shama, Avraham (1976), "The Marketing of Political Candidates," *Journal of the Academy of Marketing Science*, 4 (4), 764–77.

Ormrod, Robert P., Stephan C. Henneberg, and Nicholas J. O'Shaughnessy (2013), *Political Marketing: Theory and Concepts*. Los Angeles: SAGE.