



INTERNATIONAL SYMPOSIUM ON POLITICAL MARKETING IN BRNO

CAMPAIGNS 2009

organised by the Faculty of Social Studies, Masaryk University

Thursday, 8 October 2009
Jostova 10, Brno, Czech Republic

DATE: OCTOBER 7

Venue: Faculty of Social Studies, Jostova 10, Brno

14.00 - 17.00 PhD colloquium:

The methodological struggle and the Political Marketing

Chair: *Robert P. Ormrod*, PhD, University of Aarhus, DK

Stephen C. Henneberg, Manchester Business School, UK

DATE: OCTOBER 8

Venue: Faculty of Social Studies, Jostova 10, Brno

9.00 Registration

9.30 Opening remarks

Oldřich Krpec, Director of International Institute of Political Science

Stanislav Balík, Head of the Department of Political Science

Roman Chytílek, Head of the Electoral Studies and Political Marketing

10.00 Key Note Speech: The Obama Phenomenon

Professor Bruce Newman, DePaul University, Chicago, US

11.15 – 12.30 Panel I: Theoretical and Methodological Panel

Chair: *Phil Harris*, University of Chester, UK

Stephan C. Henneberg: The 'Normal Paradigm' of Political Marketing: A Case of Incommensurability with Theories of Democracy?

Robert P. Ormrod: Political Market Orientation: A Framework for Understanding Relationship Structures in Political Parties

David McCuan: Political Marketing & the Initiative Industrial Complex: The Role of Political Professionals, Campaign Finance & Unintended Consequences

Discussion

13.00-14.00 Lunch

14.00 - 15.20 Panel II: Elections 2009

Chair: *Dominic Wring*, Loughborough University, UK

Olga Gyarfasova: Nationalist „Selling“ EU – EP Election 2009 in Slovakia

Barbora Petrova, Anna Matuskova: New trends in Political Communication and its reflection in 2009 Czech Campaigns

Eva, Bradova: Negative Campaigning in the Context of Developing Political Marketing in the Czech Republic

Eleni Kioumi, Vasiliki, Bouranta: Opinion polls in Greece: Tools of information or manipulation of the voters? Their contribution to the formation of political strategies.

Discussion

15.30 - 17.00 Panel III: New approaches in the Political Marketing Research

Chair of panel: *Stephan Henneberg*, Manchester Business School, UK

Diane Dean: Expense accounts and the relationship between the citizens and the British Parliament: An Autopoietic Perspective

Phil Harris: Political Marketing and Climate Change Lobbying

Paul Baines: The Marketing of Jihad

Miroslav Mareš: The Marketing of Right movement in CEE

Discussion

The End of the Conference