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COMMUNICATION & MARKETING SERVING POLITICAL ORGANIZATIONS : PROPOSAL OF A CONCEPTUAL MODEL

Abstract:

This research is a theoretical contribution. The objective is to strengthen the starting base of this study that aims to transposition Branding practices from business to political organization.

Our contribution will be presented in three essential moments. The research model adopted to deal with this aspect of political marketing, contextualization study and the problematization from which resulted the fundamental questions of our research.

Through the contextualization study we have not only as an objective to tap the legitimacy of our field of intervention choice but also to understand it.

In a second moment of this contribution we will develop the synthesis of our three measures of conceptual analysis: starting from the extraction to modeling through the description of our knowledge, to bring out our conceptual framework.

We will finally declare our epistemological arguments and we'll plan in a relevant and punctual schedule our methodological approach.

Keywords:

Political Marketing, Political Organizations, Branding, constructivism