

MARKETING TECHNOLOGIES IN POLITICAL MANAGEMENT**E. S. Viktorovich***Postgraduate student of the state education "Republican Institute of Higher Education",
Minsk, Republic of Belarus, e-mail: sovetnik@brest-region.gov.by***Abstract**

Active reflection on the wide possibilities of information as institutions of political communication is due to the fact that in the conditions of global informatization of modern society, the place and role of the media in the system of socio-political relations. The author examines the decision-making process through non-formalized methods such as intuition, personal and professional experience, decision maker for the appointee, institute meetings. For the content of the political science term "political marketing", the historical stages of its formation, as well as the conceptual approaches that accompany this process, are considered. Subject area of application The research methodology is based on a systematic approach as a universal organization of scientific research, and involves identifying the content and main theories and technologies focused on search, as well as in a broad political process. The scientific novelty of the articles, according to the author, lies in the assessment of the prospects for using the observed market in the analysis of modern regional technologies.

Keywords: political marketing, political management, political PR, political communication, political technologies.

МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ В ПОЛИТИЧЕСКОМ МЕНЕДЖМЕНТЕ**Е. С. Викторович****Реферат**

Активная рефлексия над средствами массовой информации как институтами политической коммуникации обусловлена тем, что в условиях глобальной информатизации современного общества изменяется место и роль СМИ в системе общественно-политических отношений. Автор рассматривает процесс принятия политических решений через неформализованные методы, такие как интуиция, личный и профессиональный опыт принимающего решение должностного лица, политического института. Для понимания содержания политологического термина «политический маркетинг» рассмотрены исторические этапы его становления, а также концептуальные подходы, которые сопровождают этот процесс. Предметная область статьи связана с определением содержания концепции политического маркетинга через PR-технологии. Методология статьи основывается на системном подходе как универсальном принципе организации научного исследования, и предполагает выявление содержания и основных теорий и технологий политического маркетинга, как в историческом, так и в современном политическом процессе. Научная новизна статьи, по мнению автора, заключается в оценке перспектив использования концепции политического маркетинга при анализе современных избирательных технологий.

Ключевые слова: политический маркетинг, политический менеджмент, политический PR, политические коммуникации, политические технологии.

Introduction

At present, there is a real demand for a broad market in a large political market. There is also an inconsistency in the formation and development of broad marketing, which is explained by the lack of highly qualified marketers and political technologists who use "dirty" electoral technologies during electoral frequencies, etc. In recent years, attention to advanced technologies has also increased significantly on the part of state bodies. First of all, this is due to the difficult economic situation in our country, which occurred due to the emergence, as well as the active information development of Western media. Penetrating into the field of politics, the market paradigm has become the possible emergence and spread in the public mind of such concepts as "political market", "political management", "political marketing". This, in turn, has opened up opportunities for the wide application of market categories and disseminated technologies to a variety of areas and realities of political life, for example, to electoral processes, public and extended government.

In the light of the implementation, private ideas, programs, reforms, decisions, news and other products of political activity of the ability to be "sold" in the political market began to be accepted. By analogy with the market relations of sellers and buyers began to spread between emissions, excess state power and citizens, parties and the public, candidates and voters.

The purpose of this work is to study the content and coverage of the population by the spread of technologies in political management. The object is political marketing as a tool for influencing political processes. The subject is the spread of dissemination technologies to public communications in modern politics.

Stages of development of global marketing

The assessment of the possibilities of applying the theory of results and high structure has been updated in Western economic science since the end of the 60s of the XX century. So, F. Kotler claimed that he was pursuing the goal of solving problems arising in connection with socio-

political organizations, government agencies, as well as discussing meetings [1, R. 127]. He explores research theories and applied technologies as objects of scientific analysis, primarily in the field of studying the activities of public authorities and electoral dependencies [1, R. 130]

During the 60s - 70s. In the 20th century, the concept of the marketing offer received its relative appraisal in the work of the sociologist Pierre Bourdieu, who put into practice the recommended discourse of raising "political space". In the process of interaction between agents, another effect occurs. Thus, compared with an economic product, the political result is the result of mutually agreed actions of offenders, the content of which determines the quality of the implementation of fraud (implementation of crimes).

Throughout the 70s. In the twentieth century, a scientific article substantiates the thesis that theoretical justifications and applied marketing technologies can be used in the public administration system. As a result, marketing as an applied technology for achieving profit with a competent expenditure of resources becomes part of management as a science of management. The meaning of the content of the alleged marketing is seen in a strong impact on the behavior of mass crimes in the conditions of initiation of crimes.

Thus, the researcher G. Mauser defined political marketing as one of the management techniques, although it has a significantly more pronounced property of "influencing the behavior of the masses" [3].

A significant contribution to the development of the theory and methodology of marketing was made by J. Lees-Marshment "Political Marketing and the Political Party of Great Britain" (The political Marketing as well as British political Parties, 2001), "A Close Union of Politics and Marketing" (The Wedding from Politics as well as Marketing - Political Research, 2001, vol. 1, p. 49), "Political Revolutionary Revolution" (The political Marketing Revolution, 2004) and others. In 2002, on the initiative of Lees-Marshment, a public scientific association of marketing specialists was established in the UK [4]. In his work, M. Scammell offers an

analysis of the main popular marketing campaigns in Western political science. Particular attention is paid to British theoretical and practical experience in the field of broad marketing. Her major works include *The Phenomenon of Targeted Marketing: The Thatcher Contribution* (*The Phenomenon from political marketing : _ Thatcher contribution » - Sovremennik Record* , 1994, 8), "Political Marketing: Lessons for Political Science" . marketing : lessons per political science is political Research , 1999, No. 47) [4].

Political marketing in the Republic of Belarus appeared in the first half of the 90s. XX century., What happened with the beginning of the implementation of market reforms, the reception of political and power transformations and the formation of the institution of democratic elections. The emergence of a public outcry in the market, the identification was the appearance of a large number of persons in the market in the face of the identified parties, political detentions, electoral associations and their leaders.

The high frequency of occurrence and competitiveness of the electoral process - the identification in the 90s. 20th century very high interest in reaching constituencies and constituencies. In political management, the marketing approach manifested itself quite widely already in the mid-1990s. through oil and gas industries.

Political marketing as an element of the market

The specifics of the development of public marketing in the country was that it immediately took shape and began to spread in the developing electoral marketing due to the predominance in political constituencies among representatives of various population groups. Political marketing is often perceived as an integral element of the priority of electoral restrictions, although in the realm of reality it is much wider - in fact, in any political project, one can now see the use of dissemination technologies.

Researchers most often adhere to its affiliation. The first approach is *philosophical*. From the point of view of the sentiments that share it, marketing is understood as "a philosophical concept, a worldview orientation, a frame of mind that encourages the application to political action of methods and actions that have been so successful in relation to commercial action" [5]. The second approach is *pragmatic*, under marketing "management technology that affects mass behavior in a situation of competitive ability" [5,6]. The third approach - *modernist* , reveals marketing through the acquisition of modernization properties due to the focus on constant modernization of relations, the state and society act as equal spouses to create constitutional, trusting relationships. Within this scope, political marketing is not assessed as a selective technology, but as part of applied political science, that is, the science of decision processing. At the same time, political marketing has the properties of the value of applied political science, since it is methodologically comprehensive, that is, its tools are in the adjacent field of subsequent disciplines - marketing, management, fundamental political science, etc. The fourth approach is mobilization, aimed at quickly and effectively mobilizing support of the society to achieve the set goals using means of communication [7].

Market interpretation of policy and long-term management of activities aimed at convergence and mutual understanding of the interests of various social groups and people in order to achieve the desired result. The implementation of this goal and a large political market is a recognition of relatively generally significant goals in a political project, as well as the most significant in a particular period for most of the tasks and problems of the population.

We value political marketing as the science and art of managing the market of power resources. Under power resources we understand: social and energy, economic and cultural information. Administrative, legal, public, organizational and personal (leadership, charisma, passionarity) resources of power are classified as frequent social and energy resources of ruling. Economic-raw material, demographic, material-technical, military-technical and financial resources of the authorities. To cultural and informational - myths, ideology, mass culture and mass media.

Political marketing manifests itself in the conditions of an observable market, which creates opportunities for a constant correlation of a wide range of goods, goods (ideas, programs, parties, competitive leaders) with the conjuncture of this market, i.e., with the interests of citizens.

The political market has its own characteristics, which determine the originality of marketing, unlike its other types. The sale of goods on the political market occurs on the basis of the implementation of political competition between its stores. Platforms and party accusations, promises, personal qualities of leaders and actions in government bodies serve as the goods market offered to the political market.

The sellers are the goods of political elites, elections, movements, leaders who are guided and promoted to the political market; in turn, they acquire lobbying and promised political services and results of political activity for their votes.

The peculiarity of the consideration of regularities in political management is that in the German effective assessment of the choice of the decision for the most part and that this choice entails significant socio-economic and private consequences.

The political market is the use of their free ads, with the help of which private entities - market participants realize their goals. In this market, the need or political claims and the possibilities for their implementation are correlated. This causes additional resources that increase their capabilities. Supporting voters are the preferred resource in the political marketplace. In order to get this support from certain social groups, the subjects of the mass market turn to broad effective political mobilization, including political marketing.

Mass marketing is understood as the activity to control the study and forecasting of demand for a political product, the creation of new types of it in accordance with the requirements and expectations of the expected market, the desire and development of demand for the political market.

The purpose of the intended marketing is to increase the political and social attractiveness of its quality by forming and enhancing the image in accordance with the significant preferences of certain social groups.

market research target groups are analytical, focused on organizing a comprehensive market research using marketing research; the function of developing strategic errors; image function associated with the development of the charisma of the product; the function of advertising or promoting the offered product; organizational function aimed at attracting an international leader, at uniting around an international leader, political ideas or programs; the segmentation function of the observed market, which involves a selection of address groups; a technological function, which implies the adaptation already used and the use of new technologies to promote promising products within the framework of the proposed project; and, finally, the control function of marketing, i.e., assessing the effectiveness of a political campaign as a whole and its rarity.

Thus, political marketing is associated with the study of the mass market, the nature and existence of the development of mass demand and supply, as well as the production of mass market goods. At the same time, he actively influences the political market, the formation and development of the required violations, orientations and preferences. This work is carried out with the study of market segmentation.

The essence of this procedure is that, penetration into the market, i.e., the totality of consumers of the goods, "you need to focus not on the first buyer who got there, but only on the one who may be interested in the product and buy it in the future." In political marketing, this may be a reflection of the revolt of the election campaign. The main elements that need to be involved in the development of the strategy and tactics of a political campaign include image, political choice, personal qualities, values [8].

This diagram clearly shows the main elements that need to be involved in the development of the strategy and tactics of a political campaign.

Recently, a new approach has been actively used in marketing research, including electoral research — strategic product positioning. He can observe or the group correlates the electorate's ideas about the desired position with their own; comparative analysis of one's position with that of the opponent; consider the advantages and possibilities of alternative positions; rely on those that most actively emphasize the advantages of the chosen strategy and tactics.

Thus, the purpose of the search is to determine the positions occupied by a candidate or party, as well as their participants (ie, electoral rivals) and voters.

Public Relations as a Public Marketing Tool

PR helps to establish a connection between the meeting with the visitors of the process. At the same time, unlike commercial advertising and marketing, PR in political management addresses a person primarily not as a consumer of goods or services, but in his socio-political aspect of being. At the heart of PR activities are dialog boxes that form the capture of subjects.

As part of the preliminary analysis of the PR process, the following task was set [9]:

1. Ensuring social action. Any social action is observed to include: the actor, the need to activate the behavior, the whole action, the method of action, the other actor, the directed action, the result of the action. This algorithm is implemented both at the interpersonal level and at the level of implementation of various types of programs. In fact, PR-activity is informational, but not spontaneous, organizing chemical information flows.

2. Support for political and competitive struggle. Political management is carried out in a dynamic and controversial political body. Due to the impact and conflicting interests of various groups and classes, the power elite and society, various groups within power structures, PR activities are an important strategy and tactic in any political campaign. Through discussion, analysis of public consciousness and mood, methods of influencing the political community, electoral power, public communication to resolve freedom, indictment and prosecution of prosecution in competitive political activities.
3. Ensuring the development of the individual. Public relations take on a special role in the perseverance of the individual in that part of it that meets with resistance to culture. Through PR activities in society, those general cultural and private values that make up the main part of a person with an active life position are actively discussed and instilled.
4. Social control of the masses. Public relations as a process of exchanging information and the values behind it, as a productive force of communication, become a similar motivator of social progress. PR-processes necessary for the life of society and public control of the masses. In this process, people are given the opportunity to articulate a position and attitude towards perceived threats and programs, thereby influencing the entire course of change.

The technologies are based on methods of propaganda, manipulation of consciousness, developments in the field of psychology of perception, psycholinguistics, suggestive linguistics, neurolinguistic programming. All these instrumental knowledge, techniques and methods are widely used in the processes of managing people in a narrow society. Public Relations (PR) is the process of establishing an image and building beneficial relationships between and among the communities, out-reaches and people belonging to the ministers. Unlike advertising, which creates an impression through paid messages, public relations does not pay for attention and publicity. Instead, PR attracts a favorable image by drawing attention to the noteworthy activities of a political party and their consequences.

Public relations includes various common tactics that have a common focus: managing public opinion. The most common PR tools are listed in the table.

Table 1 – Standard public relations methods

Public Relations Technique	Description	Examples
Media Relations	Create positive news coverage about the organization, its products, services, people and activities.	Press release, press kit and interview for a news article about a new product launch; press conference
Relationships between influencers and analysts	Maintain strong, profitable relationships with people who are opinion leaders in the market or segment.	Product overview; profile panel; celebrity endorsement
Publications and thought leadership	Pre-announce the party, demonstrate its experience and competitive advantages.	report; newsletters; white papers on research and development; video case about a successful candidate
Developments	Engage with the community to present information and an interactive "live" experience of a product, service, benefit or brand.	User Conference; presentation
Sponsorship	Raise an authority group by associating it with powerful deeds or activities.	Participation in an industry conference; sponsoring a sports team; sponsoring races for charity
Reward Programs	Creating recognition for superiority within the party and/or among voters	receive the industry award "Product of the Year"; nominating a client for an outstanding achievement award
Crisis management	Management of the perception and retention of hazards before the presence of situations	Control communication with voters; disaster action plan

The political possibilities of communication are realized only when they take place, be the goal, the target audience and communication channels. the scope of the foregoing, perhaps to formulate the main conference of public marketing - the unification of interests, public interests and public power through the creation of their common associations. This means the transition of the market from a mobilization form to a modernization one . Thus, it becomes obvious that political marketing, within the framework of its functions, implements possible target settings: it develops intensive communication depending on the ideas put forward, accepts the adequacy of its ideas on the market, identifies, evaluates what assessment is needed depending on the personal qualities of the leader, market expectations, presence of other applicants.

Conclusion

The main criteria and results of evaluating the effectiveness of the approach in political management At the same time, its targeted effectiveness was manifested. The main characteristics of assessing the reliability of the alleged attractiveness of the proposed observed product, the measure of segmentation of the observed market and the reliability of determining the composition of the target groups; identification of identified violations, identification and expectation of such and other social groups; exceptional appearance, its productivity and a measure of outstanding importance from the image of the intended product offered by competitors; the degree of accounting and completeness of the use of both favorable and unfavorable environmental conditions.

The basis of marketing is commercial communications implemented through various, widespread destination networks. Public political communications are of fundamental importance in public administration. Political PR is a special meeting with the public, a system of two-way communication between organizations and the public in order to reach all actors . Political marketing is focused on the principles of democratic governance, including the use of PR technologies, but in order to promote goods (services, ideas, individuality). He oversees the study of public opinion in the field of forming a distribution strategy, and not building communications based on mutual understanding of all the crimes of the actors .

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