



# 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 Marketing Theory, Problems and Applications

*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 Gyarfassova*: 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*: TBA

**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**