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The subject of the dissertation is: *The Impact of Selected Political Marketing Strategies on the Results of Presidential Elections in Poland in the years 2000-2015.*

Currently, the use of political marketing strategies plays an important role in Polish election campaigns. The goal is to win the election. Political marketing is used in democratic countries during presidential, parliamentary, and local government elections. Electoral campaigns are increasingly often professionally prepared by teams of specialists, including marketing companies and communication experts who cooperate with politicians throughout their term of office. They are very important, as they advise politicians on how they should behave in various situations, shaping the image of politicians.

These activities are intensified during election campaigns to achieve the intended goal, especially in presidential campaigns. In Polish election campaigns, marketing activities are constantly evolving, drawing inspiration from new strategies used in other European countries and the USA, which leads to a sense of Americanization of Polish election campaigns. The development of new technologies is also crucial, as it speeds up communication with voters. Nowadays, the internet has become a necessary communication channel.

Analyzing presidential campaigns after 2000, it is clear that the main goal of each candidate was to win the election. However, due to the starting position and differences in organizational, financial, and other resources, each candidate had to choose an appropriate strategy. As a result, there are four basic electoral strategies for presidential candidates:

1. Strategy to maintain the leading position.
2. Leadership strategy.
3. Rebranding/image change strategy.
4. Strategy of introducing a new political actor.

The elements of these strategies can be categorized into three groups: poll results, candidate's actions, and actions of the candidate's electoral base. Each tactic possesses specific features corresponding to different stages of the campaign. Challengers implemented more than one strategy depending on the evolving components of their assumptions, with the poll results playing a particularly important role in determining tactical changes.

The dissertation consists of five chapters. The first chapter provides a theoretical framework, covering the definition and history of political marketing, its essential characteristics, and techniques such as political advertising and political image. This chapter also includes an examination of electoral strategies, the development of communication techniques, and the effectiveness of political marketing.

The subsequent four chapters analyze the presidential campaigns in 2000, 2005, 2010, and 2015, addressing the following topics:

1. Characteristics of the political market, social moods, and the socio-economic situation in Poland.
2. Marketing election strategies of the candidates who achieved the top two results, including their profiles, declarations, and programs.
3. Candidates' communication channels, slogans, election materials, and televised debates.
4. Structure of the election campaign management in terms of candidate's campaign staff.
5. Effectiveness of the election campaigns and survey results, evaluating which strategy (strategy to maintain the leading position, leadership strategy, rebranding strategy/image change, strategy of introducing a new political actor) yielded the best results.