



Article Type: Research paper

Investigating the effect of political marketing on strengthening the external deepening of the Iranian Islamic Revolution

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Article Info.

Received: 12/02/2023

Accepted: 25/01/2024

Available Online: 9/06/2024

Abstract

The purpose of this research was to examine the theory of political marketing in order to strengthen the external deepening of the Islamic Revolution. Based on the studies conducted, no scientific and comprehensive research has been done regarding the external deepening of the Islamic Revolution based on the theory of political marketing. Therefore, in this research, by using different approaches of political marketing theory, an attempt was made by explaining the science of political marketing and knowing its components and approaches in cases such as “preservation”, “deepening” and “maintenance” of the product, a model to strengthen the external deepening of the revolution. Islamic should be presented. In line with the topic of discussion, the theory of political marketing was processed and planned and it is considered as one of the innovations of this research. In the continuation of the research, by reviewing

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How to Site:

Norouzi, Pejman and Firouzkohi Mahdi (2024). Investigating the effect of political marketing in strengthening the external deepening of the Iranian Islamic Revolution. *Fundamental and Applied Studies of the Islamic World*, 6(1), 45-47.



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the research literature and presenting the conceptual model of the research to the experts in this field, it has been tried to discover and analyze the most important challenges of the internal environment of the Islamic Republic of Iran, which can cause the failure of the strengthening of Islamic external deepening based on the theory of political marketing. be placed

One of the most important current challenges of the external deepening of the Islamic Revolution is the presentation of “another model” by the traditional Iranian rival Al-Saud. The political marketing strategy to deal with “fake” and “similar” products to the original product is branding. In fact, it can be said that Iran’s best solution to confront the “other model” presented by Saudi Arabia is the branding of the Islamic Revolution. Branding of the Islamic Revolution provides a distinct identity from other similar products (another model) and in this way causes “retention”, “deepening” and “maintenance” of the values of the Islamic Revolution in the target society. However, in front of the branding of the revolution, there are various challenges that are affected by the internal environment of the Islamic Republic of Iran, and the primary and main condition for the success of the Islamic Republic of Iran in branding the revolution and its values is to overcome these challenges. Challenges such as economic weakness, corruption, and worldly tendencies of the power elites, etc. can cause the failure of brand-building of the Islamic Revolution.

Political marketing also has a special emphasis on the role of the media and new communication tools in relation to the “maintenance” of the product in the target market. Political marketers believe that new communication tools can penetrate deep into societies by influencing their audience. In the discussion of the external deepening of the Islamic Revolution, the media and new communication tools can provide the basis for the influence of the Islamic Republic of Iran and thus play a vital role in the external deepening of the Islamic Revolution. The third strategy of political marketing is professional marketers, or in the interpretation of this research, deepening ambassadors, and as mentioned, they have a serious duty in the discussion of external deepening of the Islamic Revolution. The role of political marketers is important because new customers are needed to maintain a product in the market. The connection of this issue with the depth of the foreign sector is also due to the fact that in order to preserve and deepen the values of the Islamic Revolution, the scope of the audience of the values of the Islamic Revolution should increase.

The fourth and last strategy of political marketing to maintain and deepen the product is strategic marketing, which is designed based on Cutler’s political marketing model. The fourth strategy includes three stages of environmental

research, internal and external evaluations, and market segmentation. In environmental research, as it has been said, the absence of all-round elites from the target community of external deepening can make foreign deepening strategies ineffective due to the lack of accurate and correct information from the target community. Because these strategies have been determined through an Iranian perspective on the target society, and the reason for their failure will be the same Iranian perspective. Therefore, when in-depth experts want to examine and recognize the different contexts of the target society; They should first remove the Iranian glasses from their eyes and collect data based on the identity and cognitive platforms appropriate to the target environment and complete their aristocracy from the target society. Internal and external evaluations actually examine the most important weaknesses and strengths of the country exporting the product, and its message to foreign experts is to strengthen weaknesses and continue strengths. The third part of strategic marketing emphasizes on market segmentation, and its importance in the discussion of this research lies in warning foreign in-depth experts from adopting a single strategy for all segments of the target society, and this challenge is named in this research under the title of “sameness” damage. Is. In response to the main question of the research, how can using the political marketing theory strengthen the external deepening of the Islamic Revolution? It was also answered that by solving the challenges facing the research model, in strengthening the external deepening of the Islamic Revolution based on the theory of political marketing, we can reach our goals. As it was said, at least at the level of confronting the presentation of “another model” by Iran’s traditional rival, Al Saud, based on the theory of political marketing, it can be countered by branding the Islamic Revolution. Another advantage of using this model in the discussion of external depth will be increasing the efficiency of the system and creating attractiveness for foreign audiences. In the end, it can be said that the condition of the success of this model in strengthening external deepening is the comprehensive and not selective action of the model presented in this research.

Key words: political marketing, deepening, Iranian Islamic Revolution.