

Download Campaign Communication And Political Marketing

A political campaign is an organized effort which seeks to influence the decision making process within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided. In politics, campaign advertising is the use of an advertising campaign through the media to influence a political debate, and ultimately, voters. Michael Cohen testified Wednesday that President Trump had "no desire" to lead the country, but rather sought to build his personal brand with his 2016 presidential campaign. [Link to Departments website](#). The major in Accounting at UGA is designed to give students an understanding of the theory of accounting as it is used in our society: accounting standards, financial statement preparation, product costs, budgeting, taxation, auditing, risk assessment, and controls. - Campaign Communication And Political Marketing