

**Umno Suggests Formation Of Politics Marketing Department**  
**Bernama**  
**August 08, 2011**

KUALA LUMPUR, Aug 8 (Bernama) -- Umno plans to set up a marketing department which will play a role in marketing the party in a more systematic manner to the people, said its information chief, Datuk Ahmad Maslan.

He said the establishment of the department was most crucial to ensure that the tasks of carrying out analyses, planning and implementing political activities which were currently carried out by the party's information department, could be implemented more effectively.

"I will bring up the matter to the information meeting of the Umno headquarters tomorrow to be discussed at a higher level," he told reporters after attending an Umno discussion on "Political Marketing Methodology", here today.

Ahmad said political marketing methodology was a terminology which must be understood by every Umno member and must be implemented in conveying the party's aspirations to the people.

"If all Umno members know of the terminology and how to implement it, then our work will be made easier," he said.

-- BERNAMA

Copyright © 2011 BERNAMA

Source: <http://www.bernama.com/bernama/v5/newspolitic.php?id=606746>