

**Paper: “Les Outils d'Analyse du Marketing au Profit des Partis Politiques Marocains”**

**Submitted: 24 December 2022**

**Accepted: 28 April 2023**

**Published: 30 April 2023**

Corresponding Author: Achraf Amara

Doi: 10.19044/esj.2023.v19n10p224

Peer review:

Reviewer 1: Blinded

Reviewer 2: Blinded

Reviewer 3: Blinded

Reviewer 4: Blinded

# **ESJ Manuscript Evaluation Form 2022**

This form is designed to summarize the manuscript peer review that you have completed and to ensure that you have considered all appropriate criteria in your review. Your review should provide a clear statement, to the authors and editors, of the modifications necessary before the paper can be published or the specific reasons for rejection.

Please respond within the appointed time so that we can give the authors timely responses and feedback.

NOTE: ESJ promotes peer review procedure based on scientific validity and technical quality of the paper (not perceived the impact). You are also not required to do proofreading of the paper. It could be recommended as part of the revision.

***ESJ editorial office would like to express its special gratitude for your time and efforts. Our editorial team is a substantial reason that stands ESJ out from the crowd!***

Date Manuscript Received:	Date Review Report Submitted:
Manuscript Title: Les outils d'analyse du Marketing au profit des partis politiques marocains	
ESJ Manuscript Number:	
You agree your name is revealed to the author of the paper: Yes/No	
You approve, your name as a reviewer of this paper, is available in the “review history” of the paper: Yes/No	
You approve, this review report is available in the “review history” of the paper: Yes/No	

## **Evaluation Criteria:**

**Please give each evaluation item a numeric rating on a 5-point scale, along with a thorough explanation for each point rating.**

<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
<b>1. The title is clear and it is adequate to the content of the article.</b>	4
(Please insert your comments)	
<b>2. The abstract clearly presents objects, methods and results.</b>	2

Inclure un résumé en français	
Il va falloir clarifier les résultats de l'étude ainsi que leur utilité	
<b>3. There are few grammatical errors and spelling mistakes in this article.</b>	<b>1</b>
Relire le texte et reformuler plusieurs phrases mal construites.	
Faire attention à l'orthographe et aux termes utilisés	
<b>4. The study methods are explained clearly.</b>	<b>2</b>
(Please insert your comments)	
<b>5. The results are clear and do not contain errors.</b>	<b>2</b>
Mettre au clair l'objectif derrière cette étude ainsi que l'utilité des résultats obtenus	
<b>6. The conclusions or summary are accurate and supported by the content.</b>	<b>2</b>
A refaire	
<b>7. The references are comprehensive and appropriate.</b>	<b>3</b>
Il faut adopter la norme APA	

### Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	<input type="checkbox"/>
Accepted, minor revision needed	<input type="checkbox"/>
Return for major revision and resubmission	<input type="checkbox"/>
Reject	<input type="checkbox"/>

### Comments and Suggestions to the Author(s):

L'article comporte énormément de fautes d'orthographe ainsi que des idées et phrases très mal construites. Il est impératif de remédier à ça à travers une relecture de tout le texte et la prise en compte des remarques fournies. Il faut aussi mettre en évidence l'intérêt de cette étude et des résultats obtenus.

### Comments and Suggestions to the Editors Only:

L'article doit être sérieusement remanié