

Academic Year/course: 2021/22

27637 - Public and Non for profit Marketing

Syllabus Information

Academic Year: 2021/22

Subject: 27637 - Public and Non for profit Marketing

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process designed for this course is based on a combination of theory sessions, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2. Learning tasks

The programme offered to the students to help them achieve the learning results includes the following activities...

- Theory sessions: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Case studies, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.
- Autonomous work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
- Assessment activities.

The teaching delivery methodology is expected to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught online.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3. Syllabus

Unit 1. Introduction to public and nonprofit marketing

- 1.1. The extension of the scope of marketing
- 1.2. Causes of marketing implementation in different organisations
- 1.3. Meaning of marketing
- 1.4. Nonprofit marketing: concept and fields of application

Unit 2. Social Marketing

- 2.1. Concept and objectives
- 2.2. Elements of social campaigns
- 2.3. Challenges of social marketing
- 2.4. Differences between general marketing and social marketing
- 2.5. Social marketing strategy

Unit 3. Marketing for nonprofit organisations

- 3.1. The concept of nonprofit organisations
- 3.2. Target audiences
- 3.3. Segmentation and positioning
- 3.4. Marketing instruments
- 3.5. *Fundraising*
 - 3.5.1. Concept
 - 3.5.2. Fundraising phases
 - 3.5.3. Funding sources
- 3.6. Relationships between nonprofit organisations and individuals
 - 3.6.1. Introduction
 - 3.6.2. Why do people give?
 - 3.6.3. Marketing strategies
- 3.7. Relationships between nonprofit organisations and other organisations
 - 3.7.1. Introduction
 - 3.7.2. Relationships with organisations: Cause-related marketing strategy

Unit 4. Public marketing

- 4.1. Concept
- 4.2. Public marketing consumers and users

4.3. Operative public marketing

Unit 5. Political marketing

5.1. Concept

5.2. Analysis of the political market

5.3. Political marketing mix. Product, price and place

5.3. Political marketing mix. Communication

4.4. Course planning and calendar

Information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided by the teachers at the beginning of the course and available in the website of the course in Moodle and the website of the Facultad de Economía y Empresa.