

27637 - Public and Non for profit Marketing

Syllabus Information

Academic year: 2024/25

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

The main goal of this subject is for students to learn the importance of marketing in the management of public institutions and non-profit organisations, as well as to offer them specialised training in the application and adaptation of marketing principles and techniques in this type of organisation.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 3 (Good health & well-being), 8 (Decent work and economic growth), and 12 (Responsible Production and Consumption).

Depending on the established theme and the collaborating organization, the contribution to these and other SDGs is part of the subject's own work.

2. Learning results

- Define public marketing and non-profit marketing.
- Know the scope, function and importance of marketing in public and non-profit organizations.
- Transfer and adapt the knowledge of commercial or business marketing to public and non-profit organizations.
- Identify, differentiate and evaluate the main phases of the strategic marketing planning process in public and non-profit organizations.
- Apply marketing mix tools in the public and non-profit sectors.
- Critically analyze the use of marketing by public and non-profit organizations, and to make recommendations for its improvement.
- Develop, individually and/or in teams, activities and works related to the contents of the subject and plan them to better achieve the set objectives and optimize time.
- Communicate, orally and in writing, knowledge, ideas and results of activities and work performed.

All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as the values of democracy and respect.

3. Syllabus

Unit 1. Introduction to public and non-profit marketing

Unit 2. Social marketing

Unit 3. Marketing of non-profit institutions

Unit 4. Public marketing

Unit 5. Political marketing

4. Academic activities

Lectures: will provide theoretical knowledge and practical examples to facilitate understanding and application.

Practical classes: resolution and presentation of case studies, preparation and presentation of papers, discussion of news and communication campaigns, and interactive activities. Individually and/or in groups.

Tutorial activities: supervise work, clarify doubts and/or carry out specific practices.

Personal study : preparation and study of theoretical and practical contents, resolution of practical activities, completion of individual and/or group work, search and analysis of information, among others.

Assessment tests.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be evaluated in continuous evaluation and global test in the FIRST call and by means of global test in the SECOND call.

Continuous Assessment:

In the Continuous Assessment system, the following activities must be carried out throughout the semester:

T1 (Test): Individual test (10% of the grade). After the presentations of the theoretical classes, a test will be carried out to confirm their degree of understanding of the contents covered. Marking: 1 point (minimum mark 0.5 out of 1).

T2 (Written test): Written test (40% of the grade) on the theoretical, practical and theoretical-practical contents included in the program. It will contain short questions and/or application exercises. Grading. 4 points (minimum score 0.75 out of 4).

Assessment criteria: adequacy of the answers to the theoretical and practical contents; accuracy in the use of terminology and expository clarity in the answers; written expression, presentation and spelling.

T3 (Groupal work): (35% of the grade) Work/sout on the application of Public Marketing and/or Non-Profit Marketing. The students in groups will carry out a analysis and/or marketing action aimed at a public agency and/or a non-profit organization. The methodology Service Learning will be applied. Grading. 3.5 points (minimum grade 0.9 out of 3.5).

Assessment criteria: coherence between the subject matter and the contents of the agenda; presentation, structure and content; identity of the sources of information consulted; accuracy in the use of terminology; originality; depth in the depth treatment of the subject; rigour in the critical analysis, conclusions and recommendations; applicability and impact; capacity for written communication (and oral if appropriate).

T4 (Campaign analysis) (15% of the grade). Delivery and presentation of critical analysis of communication campaigns, news and/or resolution of practical case studies.

Grading. 1.5 points (minimum grade 0.6 out of 1.5).

Assessment criteria: presentation, structure and content; accuracy in the use of terminology; depth of analysis, coherence and correct application of theoretical contents; written communication skills (and oral if applicable).

To pass the subject it is necessary to obtain the minimum grade required in each of the parts and that the sum is equal to or higher than 5 points. If in any of the parts the minimum grade is not obtained, the final grade will be the lowest of them.

Global Assessment

Written test on the theoretical, practical and theoretical-practical contents included in the program. It will contain short questions , application exercises and/or questions related to the practical contents developed in the work, practical cases and readings. Scoring: 10 points.

Assessment criteria: written test criteria set forth above.

It will be held on the dates set by the Center.

In order to pass the subject by this system it is necessary to obtain a minimum score of 5 points out of 10.

6. Sustainable Development Goals

3 - Good Health & Well-Being

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption