

27637 - Public and Non for profit Marketing

Syllabus Information

Academic Year: 2019/20

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

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Practice sessions: 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.

4.3.Syllabus

The course will address the following topics:

- Topic 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
- Topic 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
- Topic 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
- Topic 4. Public marketing
 - 4.1. Concept
 - 4.2. Public marketing consumers and users
 - 4.3. Operative public marketing
- Topic 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

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources