

Course: Social and Political Marketing

CREDITS: 3

UFV CODE: 1185

INTERNATIONAL CODE: MKT1185

HOURS: 45

OBJECTIVES: The course aims to get students to: 1. apply the fundamental principles of marketing to non-profit making fields. 2. understand that these principles and tools are not only compatible with the actual goals of social and political institutions, but also reinforce these goals and strengthen their operation. 3. learn to apply conventional marketing mix tools to social and political institutions. 4. appreciate current views on how social responsibility within firms is integrated into all of the transactional relations in its respective markets.

COURSE DESCRIPTION: A review of the key concepts of strategic marketing: customer orientation, segmentation, competitive advantage and positioning. A review of the key concepts of marketing mix with special emphasis on the broad interpretation of the product concept in its different dimensions. Development of the product concept to the aims and activities of social, public and political institutions. Bipolar expansion of the customer concept to these institutions (service providers and receivers). Adaptation of the tools for customer segmentation to the institutions studied. Application of marketing mix tools to social and political bodies. Case studies. Expanding on the concepts of positioning and branding to non-profitmaking organizations.

BIBLIOGRAPHY: CHIAS, J.: Marketing Público. Mc Graw Hill 1998.

METHODOLOGY: Firstly, to review the concepts the professor will present the material. After reviewing the material studied in previous years, classes will mainly consist of discussion of practical cases dealing with strategy and activity of different social, public and political institutions.

EVALUATION: Final exam: 70%; work evaluation: 30%.

PROFESSOR: To be appointed.

LANGUAGE: Spanish