



IDENTIFYING DATA

Public Sector Advertising and Institutional Social Responsibility

Subject	Public Sector Advertising and Institutional Social Responsibility			
Code	P07G092V01408			
Study programme	Grado en Dirección y Gestión Pública			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	4th	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Pita Castelo, Jose			
Lecturers	Pita Castelo, Jose			
E-mail	jpita@uvigo.es			
Web				
General description	<p>Know the theoretical and practical foundations of marketing and marketing strategies applicable to the public and non-profit sector, as well as marketing and marketing-mix management instruments.</p> <p>Know marketing management techniques: market segmentation, positioning, market research, etc., and relationship marketing techniques aimed at clients and users of public services.</p> <p>English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

Training and Learning Results

Code	
A1	Students will have shown they have sufficient knowledge and understanding of an area of study, starting after completion of general secondary education, and normally reaching a level of proficiency that, being mostly based on advanced textbooks, will also include familiarity with some cutting-edge developments within the relevant field of study.
A2	Students will be able to apply their knowledge and skills in their professional practice or vocation and they will show they have the required expertise through the construction and discussion of arguments and the resolution of problems within the relevant area of study.
A3	Students will be able to gather and interpret relevant data (normally within their field of study) that will allow them to have a reflection-based considered opinion on important issues of social, scientific and ethical nature.
A4	Students will be able to present information, ideas, problems and solutions both to specialist and non-specialist audiences.
A5	That students have developed those learning skills needed to undertake further studies with a high degree of autonomy.
B6	To put their knowledge on public management and administration into practice.
B7	Leadership skills and ability to delegate responsibilities when working in teams.
B8	Leadership and entrepreneurship skills.
B9	To generate new ideas in the field of public management and administration.
B10	To design and manage projects.
C6	To apply the knowledge relating to administration planning and management in the best interests of good governance.
D1	To identify the meaning of, and to put into practice, gender perspectives in the different areas of knowledge and in one's professional practice, with the aim of contributing to the achievement of fairness and equality in society at large.
D2	To be able to communicate, both orally and in writing, in the two official languages (Spanish and Galician) and in a foreign language.
D3	Raising awareness about environmental issues.
D4	To master the specific ICT techniques in their respective academic and professional fields.
D6	Ability to adapt to new situations.

Expected results from this subject				
Expected results from this subject	Training and Learning Results			
New	A1	B6	C6	D1
	A2	B7		D2
	A3	B8		D3
	A4	B9		D4
	A5	B10		D6
New	A1	B6	C6	D1
	A2	B7		D2
	A3	B8		D3
	A4	B9		D4
	A5	B10		D6
*Desenrolo Of the *conhecemento of the theoretical and practical bases of the *marketing-*mix applicable to the public and to the sector in the lucrative	A1	B6	C6	D1
	A2	B7		D2
	A3	B8		D3
	A4	B9		D4
	A5	B10		D6
New	A1	B6	C6	D1
	A2	B7		D2
	A3	B8		D3
	A4	B9		D4
	A5	B10		D6

Contents

Topic	
Subject 1.- INTRODUCTION, CONCEPTS AND BASIC CONTENTS OF MARKETING	1.1. Marketing, Its evolution and inside. 1.2. Marketing and public management. 1.3. Different Orientations in the Direction of Organisations. Characteristics of the Orientation to the market. 1.4. Value and satisfaction of the consumer. 1.5. Relations marketing: A new Paradigm? 1.6. The System of Information of Marketing. 1.7. The process of investigation of the market.
Subject 2.- STRATEGIC MARKETING PLANNING IN THE PUBLIC SPACE	2.1. Strategic Planning in public and non-profit organizations. 2.2. The Strategic Plan. 2.4. Marketing and Strategic Planning. 2.5. The Marketing Plan.
Subject 3.- THE ENVIRONMENT AND THE MARKET IN THE PUBLIC FIELD	3.1. The concept of market 3.2. Typology of the bought. 3.3. The delimitation of the bought of the public organisations and without spirit of lucre. 3.4. The *microentorno and the *macroentorno of the *marketing.
Subject 4.- CONSUMER/USER BEHAVIOR	4.1. Consumer behavior: its importance for marketing. 4.2. The purchase decision process and its typology. 4.3. Internal and external determinants of behavior.
Subject 5.- THE MARKETING MIX OF THE PUBLIC SECTOR AND NON-PROFIT COMPANIES	5.1. The product in the public sector. 5.2. The price in the public sector. 5.3. The psychological approach. 5.4. Distribution in the public sector.

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies	10	15	25
Seminars	10	15	25
Problem solving	5	10	15
Lecturing	25	50	75
Objective questions exam	2	2	4
Objective questions exam	1	1	2
Objective questions exam	1	1	2
Objective questions exam	1	1	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Description

Case studies	Analysis of a fact, problem or real event with the purpose of knowing it, interpreting it, solving it and reflecting on it to enhance and complete knowledge. The lecturers will indicate to the students the questions and/or material necessary so that they can prepare reports with their answers.
Seminars	Seminars of key subjects.
Problem solving	Resolution of problems posed in class.
Lecturing	In-person class to present the theoretical contents of the subject taught by the lecturers to all students. Students are recommended to previously work on the material given by the lecturers and to consult the recommended bibliography to complete the information in order to follow the explanations and actively participate in the issues and questions raised throughout the class.

Personalized assistance

Methodologies Description

Case studies	Resolution of students' doubts in relation to some aspect of the subject (content, work or practices), as well as attention to their needs and queries related to the study and/or topics related to the discipline, providing guidance, support and motivation in the course. learning process. This activity will be carried out remotely (via email or the virtual campus).
Seminars	Resolution of students' doubts in relation to some aspect of the subject (content, work or practices), as well as attention to their needs and queries related to the study and/or topics related to the discipline, providing guidance, support and motivation in the course. learning process. This activity will be carried out remotely (via email or the virtual campus).
Problem solving	Resolution of students' doubts in relation to some aspect of the subject (content, work or practices), as well as attention to their needs and queries related to the study and/or topics related to the discipline, providing guidance, support and motivation in the course. learning process. This activity will be carried out remotely (via email or the virtual campus).
Lecturing	Resolution of students' doubts in relation to some aspect of the subject (content, work or practices), as well as attention to their needs and queries related to the study and/or topics related to the discipline, providing guidance, support and motivation in the course. learning process. This activity will be carried out remotely (via email or the virtual campus).

Assessment

Description	Qualification	Training and Learning Results			
Objective questions exam Test of multiple alternatives of answer	25	A1	B6	C6	D1
		A2	B7		D2
		A3	B8		D3
		A4	B9		D4
		A5	B10		D6
Objective questions exam Test of multiple alternatives of answer	25	A1	B6	C6	D1
		A2	B7		D2
		A3	B8		D3
		A4	B9		D4
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Objective questions exam Test of multiple alternatives of answer	25	A1	B6	C6	D1
		A2	B7		D2
		A3	B8		D3
		A4	B9		D4
		A5	B10		D6

Other comments on the Evaluation

The subject follows a continuous evaluation system. As an alternative to the continuous evaluation system, students may choose to be evaluated with a final exam that will evaluate both the theoretical and practical knowledge taught in the subject to be taken on the dates established in the official calls and which will account for 100% of the grade.

The dates of the exams can be consulted in the Teaching Calendar.

Continuous evaluation system: 4 tests will be carried out throughout the course, with a weighting of 25%, respectively.

Other comments and second call

* The information on the activities evaluative is available in the space of the matter in the virtual campus, under the label "evaluation" of each subject.

* The students has option to present to the extraordinary call (*segunda convocatoria*) from the adaptation that of these activities make the educational and whose contained be changed of the platform.

* It's necessary requirement for the development of the matter that the teacher of the same can have of a photograph to up to date of the students that have to go up to the platform to beginnings of course, and always before the date 30 September.

(*) The only purpose of the treatment of this data is that the teachers can verify the identity of the enrolled students.

The base of legitimation for the treatment of this data makes in application of the willing in the article 6.1 of the RXPD in which the treatment is necessary for the exercise of the can publics conferred to the manager of the treatment based in the article 9 of the Law 39/2015, of 1 October of the administrative procedure of the administrations publics and in the article 25.7 of the *RD 1791/2010, of 30 December, by what approves the Statute of the University Student. The access to the image and to the personal data of the alone students is allowed to the teachers of each matter for the ralaization of the activities academic indicated in this guide to educational and not being used neither spread for any another purpose, having to save the corresponding to have to of confidentiality of the same.

Sources of information

Basic Bibliography

Kotler, P., **Principles of Marketing**, 2014

Kotler, P., **Introducción al Marketing**, 2000

Complementary Bibliography

Lee and Kohler, **Marketing in the Public Sector: A Roadmap for Improved Performance**, 2006

Lee y Kotler, **Marketing en el Sector Público...**, 2007

Recommendations