



## IDENTIFYING DATA

### Public Sector Advertising and Institutional Social Responsibility

Subject	Public Sector Advertising and Institutional Social Responsibility			
Code	P07G095V01408			
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 bases of the *marketing and the strategies of *marketing applicable to the public sector and no lucrative, as well as the instruments of management of *marketing and *marketing-*mix. Know techniques of management of *marketing: *segmentación of markets, *posicionamiento, investigation of markets, etc., and the techniques of *marketing *relacional directed to the clients and users of the *servicio public</p> <p>Subject of the plan *English *Friendly. Them/ the international students will be able to request to the teaching staff: it) material and references bibliographies stop the tracking of the subject in English, *b) attend the *titorías in English, *c) proofs and evaluations in English</p>			

## Training and Learning Results

Code	
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.
A5	Students will acquire the learning skills that are required to pursue further studies with a high degree of independence.
B1	Analysis, synthesis, problem-solving, decision-making, information- and time-management skills.
B3	Ability to work in teams and in multidisciplinary environments.
C2	To recognize the structure and functioning of political systems and political institutions.
C3	To identify the foundations of comparative politics in the context of globalization.
C5	To describe the structure, organization and functioning of multi-level Public Administrations, analyzing their relationship with the citizenry.
C9	To be familiar with regulatory framework and apply it the to the activities carried out by Public Administrations.
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.
D4	To master the specific ICT techniques in their respective academic and professional fields.

## Expected results from this subject

Expected results from this subject	Training and Learning Results			
New		B1		
New	A2	B1	C2	D1
	A5	B3	C3	D4
			C5	
			C9	
*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		B1		
New				D1

<b>Contents</b>	
Topic	
Subject 1.- INTRODUCCIÓN, CONCEPTS And CONTENTS BASIC THEM OF The MARKETING	1.1. The concept of *marketing, the *sua evolution and content. 1.2. The *marketing and the public management 1.3. Different Orientations in the Direction of Organisations. Characteristics of the Orientation to the Bought 1.4. The value and the satisfaction of the consumer. 1.5. The *marketing of *Relacions ¿A new Paradigm? 1.6. The System of Information of *Marketing 1.7. The process of investigation of the bought public
Subject 2.- The STRATEGIC PLANNING OF The MARKETING IN The PUBLIC FIELD	2.1. The Strategic Planning in the public Organisations and *sin encourage of lucre 2.2. The Strategic Plan. 2.4. The *Marketing and the Strategic Planning. 2.5. The Plan of *Marketing
Subject 3.- The ENTORIN The 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.- The BEHAVIOUR OF The CONSUMER/USER	4.1. The behaviour of the consumer: his importance for it *marketing. 4.2. The process of decision of purchase and his typology 4.3. Determinant @interno and behavioural @externo
Subject 5.- The MARKETING MIX OF The SECTOR PUBLISH And OF The COMPANIES WITHOUT ENCOURAGE OF LUCRE	5.1 The *producto in the public sector 5.2 The price in the public sector 5.3 The *acercamiento *psicológico 5.4 The distribution in the public sector

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Case studies	10	20	30
Seminars	10	15	25
Problem solving	5	10	15
Lecturing	20	50	70
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.

<b>Methodologies</b>	
	Description
Case studies	*Analysis of a fact, problem the real event with the purpose to know it, interpret it, resolve it and *reflexionar on the same to improve and complete **coñecimentos. The professor will indicate to the student the questions and/the necessary material so that *poda elaborate reports with the *his answers.
Seminars	Seminars of key subjects
Problem solving	**Resolucion Of problems *posed in class
Lecturing	Face-to-face class of exhibition of the *theoretical contents of the *subject, given by the professor/the the whole of the students. It recommended to the student that work previously the material delivered by the professor and that consult the **bibliografia recommended to complete the information with the end to follow the **explicacions and participate **ativamente in the **cuestions and questions *posed to the long of the class.

<b>Personalized assistance</b>	
Methodologies	Description
Case studies	□Resolution of *doubts of him students in relation with some appearance of wool matter (*content, *work the practical), as well as attention to *his needs *and queries related with him study *and/the subjects linked with wool disciplines, *providing him orientation, *support *and motivation in him process of *learning. This *activity will develop * of form in the face-to-face (through him email the of him virtual campus)□.

Seminars	□Resolution of *doubts of him students in relation with some appearance of wool matter (*content, *work the practical), as well as attention to *his needs *and queries related with him study *and/the subjects linked with wool disciplines, *providing him orientation, *support *and motivation in him process of *learning. This *activity will develop * of form in the face-to-face (through him email the of him virtual campus)□.
Problem solving	□Resolution of *doubts of him students in relation with some appearance of wool matter (*content, *work the practical), as well as attention to *his needs *and queries related with him study *and/the subjects linked with wool disciplines, *providing him orientation, *support *and motivation in him process of *learning. This *activity will develop * of form in the face-to-face (through him email the of him virtual campus)□.
Lecturing	□Resolution of *doubts of him students in relation with some appearance of wool matter (*content, *work the practical), as well as attention to *his needs *and queries related with him study *and/the subjects linked with wool disciplines, *providing him orientation, *support *and motivation in him process of *learning. This *activity will develop * of form in the face-to-face (through him email the of him virtual campus)□.

## Assessment

Description	Qualification	Training and Learning Results			
Objective questions examTest of multiple alternatives of answer	25	A2	B1	C2	D1
		A5	B3	C3	D4
				C5	
				C9	
Objective questions examTest of multiple alternatives of answer	25	A2	B1	C2	D1
		A5	B3	C3	D4
				C5	
				C9	
Objective questions examTest of multiple alternatives of answer	25	A2	B1	C2	D1
		A5	B3	C3	D4
				C5	
				C9	
Objective questions examTest of multiple alternatives of answer	25	A2	B1	C2	D1
		A5	B3	C3	D4
				C5	
				C9	

## Other comments on the Evaluation

The matter follows a system of evaluation continuous. Alternatively to the system of evaluation continuous, the students may opt to be evaluated with an examination final that evaluate so much the knowledges theoretical as practical given in the matter to make in the dates established in the official announcements and that support 100% of the qualification.

The dates of the examinations may be consult in the Educational Calendar

System of evaluation continuous: make to the long of the course 4 proofs, with a ponderation of 25%, respectively.

Other comments and second announcement

\* 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 announcement (second announcement) from the adaptation that of these activities make the educational and whose contained be hanged 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 of the matter can verify the identity of the students enrolled in the same.

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**

---