



IDENTIFYING DATA

Marketing in the public and non-profit sector

Subject	Marketing in the public and non-profit sector			
Code	P04G091V01603			
Study programme	(*)Grao en Dirección e Xestión Pública			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	Spanish Galician English			
Department				
Coordinator	Pita Castelo, Jose			
Lecturers	Dopico Parada, Ana Isabel 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 applied to the public sector and no lucrative, as well as the instruments of management of *marketing public and *marketing-*mix public.</p> <p>Know techniques of management of *marketing public: *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>			

Competencies

Code	
B1	Habilidades en la búsqueda de información, en relación con fuentes de información primarias y secundarias, incluyendo el uso de ordenadores para búsquedas en línea
B3	Capacidad de escucha, de lectura comprensiva y habilidades de comunicación oral y escrita
D1	Capacity of analysis and synthesis for building and defending arguments Know how
D12	Capacidad de iniciativa y espíritu emprendedor

Learning outcomes

Expected results from this subject		Training and Learning Results		
New		B1		
New	A2 A5	B1 B3	C2 C3 C5 C9	D1 D4
New	A2 A3 A4	B1	C10	
New	A2 A3 A4		C1 C2 C5	D1
New	A2 A3 A4		C1 C2 C5	D12

Contents

Topic

Subject 1.- INTRODUCCIÓN, CONCEPTS And BASIC CONTENTS OF The MARKETING PUBLISH	1.1. The concept of *marketing, his 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 *Relaciones ¿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 MARKEPUBLIC TING	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 public Strategic Planning 2.5. The Plan of *Marketing public
Subject 3.- The ENTORIN The And The PUBLIC MARKET.	3.1. The concept of market. 3.2. Typology of the bought public 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 public.
Subject 4.- The BEHAVIOUR OF The PUBLIC CONSUMER	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 of purchase. 4.4. Models that explain the *conducta of the consumer.
Subject 6.- The MARKETING MIX OF The SECTOR PUBLISH And OF The COMPANIES WITHOUT ENCOURAGE OF LUCRE	6.1 The *producto in the public sector 6.2 The price in the *sectotor public 6.3 The *acercamiento *psicológico 6.4 The distribution in the public sector

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies / analysis of situations	10	20	30
Seminars	10	15	25
Troubleshooting and / or exercises	5	10	15
Master Session	25	50	75
Multiple choice tests	5	0	5

*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 situations	Case studies
Seminars	Seminars
Troubleshooting and / or Exercises	Exercises
Master Session	Master class

Personalized attention

Methodologies	Description
Master Session	Lecturere explains main contents
Case studies / analysis of situations	Real case studies to practice theory
Troubleshooting and / or exercises	Small exercises to clarify concepts and relationships between concepts

Assessment

	Description	Qualification	Training and Learning Results	
Case studies / analysis of situations	Case studies	20	B1 B3	D1 D12
Troubleshooting and / or exercises	Exercises	20	B1 B3	D1 D12
Multiple choice tests	Tests only one answer correct	60	B1 B3	D1 D12

Other comments on the Evaluation

Sources of information

Basic Bibliography

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

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

Complementary Bibliography

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

Lee y Kotler, **Marketing en el sector publico...**, 2007,

Recommendations