

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	#EnglishFriendly Spanish Galician English			
Department				
Coordinator	Pita Castelo, Jose			
Lecturers	Pita Castelo, Jose			
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Web				
General description	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. 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.			

Competencies

Code	
B1	Skills in the search for information, in relation to primary and secondary information sources, including the use of computers for online searches
B3	Listening and reading comprehension skills and oral and written communication skills.
D1	Capacity of analysis and synthesis for building and defending arguments Know how
D12	Entrepreneurship skills.

Learning outcomes

Expected results from this subject	Training and Learning Results			
That the students know *búscar information, so much primary like secondary, including the use of computers for researches on line.		B1		
New				
Increase of the capacity of listen, of understanding reading and skills of oral communication and written.	A2 A5	B1 B3	C2 C3 C5 C9	D1 D4
Increase of the knowledge on the theoretical and practical foundations of the marketing-*mix public and of the no yielding sector.	A2 A3 A4	B1	C10	
Increase of the capacity of analysis and synthesis for the preparation and defence of arguments	A2 A3 A4		C1 C2 C5	D1
Increase of the capacity of initiative and spirit *emprendedor.	A2 A3 A4		C1 C2 C5	D12

Contents

Topic	
Subject 1.- *INTRODUCTION, 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 Market 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 public market
Subject 2.- The STRATEGIC PLANNING OF THE *PUBLIC MARKETING	2.1. The Strategic Planning in the public Organisations and *without encourage of lucre 2.2. The Strategic Plan. 2.4. The *Marketing and the public Strategic Planning 2.5. The Plan of *public Marketing
Subject 3.- The *SURROUNDINGS And The PUBLIC MARKET.	3.1. The concept of market. 3.2. Typology of the public markets 3.3. The delimitation of the market of the public and non-profit organisations. 3.4. The **microentorno and the **macroentorno of the *public marketing.
Subject 4.- The BEHAVIOUR OF THE PUBLIC CONSUMER	4.1. The behaviour of the consumer: his importance for the *marketing. 4.2. The process of decision of purchase and his typology. 4.3. Internal and external determinants of the behaviour of purchase. 4.4. Models that explain the *behaviour of the consumer.
Subject 5.- The *MARKETING *MIX OF THE SECTOR PUBLISH And OF The COMPANIES WITHOUT ENCOURAGE OF LUCRE	6.1 The *product in the public sector 6.2 The price in the **sectotor public 6.3 The **acercamento *psychological 6.4 The distribution in the public sector

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies	10	20	30
Seminars	10	15	25
Problem solving	5	10	15
Lecturing	25	50	75
Objective questions exam	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	Case studies
Seminars	Seminars
Problem solving	Exercises
Lecturing	Master class

Personalized assistance

Methodologies	Description
Lecturing	Lecturere explains main contents
Case studies	Real case studies to practice theory
Problem solving	Small exercises to clarify concepts and relationships between concepts

Assessment

	Description	Qualification	Training and Learning Results	
Case studies	Case studies	20	B1	D1
			B3	D12
Problem solving	Exercises	20	B1	D1
			B3	D12
Objective questions exam	Tests only one answer correct	60	B1	D1
			B3	D12

Other comments on the Evaluation

CONTINUOUS EVALUATION: to approve the asignatura requierese satisfy of the conditions: (1) obtain a minimum punctuation of 5 points in the conjoint of the proofs to evaluar and (2) obtain how minimum 4 points in the proofs type test

(marked on 10).

The assistance to class and the realization of the tasks proposed pole professor (cases, exercises, suppositions, exhibitions, memories, exámenes eliminatory...) And obligatoria and will be able to vary between them distinct groups. The punctuation obtained by the participation as well as the realization and delivery of all those tasks established pole professor, keeps in the announcements of June and Xulio but NO gardaránse for successive courses.

Those students that no cumplan the requirements demanded of participation and/the assistance to the subject as well as of deliveries of tasks proposals and, therefore, do not surpass the asignatura will have law it an examen, that no necessarily will coincide with the examen of the rest of the students.

EVALUATION NO CONTINUOUS: The students will be examined by means of an escrito proof valued on 10 points, that no necessarily will coincide with the rest of the students. In this case, the students owe to indicate on purpose his wish of not following the evaluación continuous to principle of course (during it first month of the semester)

GROUP EN INGLES: The tamaño maximum of the group of English will be of 20 alumos or 50% of the students enrolled, the first limit that achieve . To be necessary a selection the professor will establish the criteria of selection basados knowledge accredited of the tongue and order of solicitud.

The students of movilidade international will have right the realization of the evaluación continuous from the moment of the sua incorporation

The official exame of the subject realizaránse in the dates, places and hours designated pole Decanato and published to the effect in the places and plazos established

SECOND EVALUATION The REGULAMENTO DA MODALIDADE SEMIPRESENCIAL.

Art.6.-Evaluación. In wool guide docente of wool subject, will owe to be distinctly specified he type of evaluación y su punctuation. In him cronograma of wool asignatura will owe to be señaladas wools close in wools that owe to be realized y delivered wools pruebas y/the wool closes of wool prueba final in him marry to establish . He profesorado will search, in wool measured of lo possible, that wool evaluación of wool asignatura realize in su totalidad of manera continuous y virtual, sin prueba final presencial. Anyway, are obligatorio that wool evaluación continuous online suponga al least he 40% of wool note, y wool prueba final (that podrá exigirse in su modalidad presencial) suponga how maximum he 60% of wool total note of wool asignatura. In him marry de que esté due wool realization of join prueba final of manera presencial, ésta will coincide with wool closes y hour fijada in him calendar of el Center (wool misma closes that you stop he students of wool modalidad presencial)

METODOLOGÍA Y EVALUACIÓN DE LA MODALIDAD SEMIPRESENCIAL

1. Leer With attention y in case of duda consult with him Coordinador of el Degree in Direction y Gestión Public.

2. Cuadro Basic of "metodología" y "evaluación" of wool subject (in case of duda, consult with him/the manager of wool subject):

1. Aprendizaje With apoyo of el tutor:

1.1 Apoyo docente: 10 hours

1.2 Was it of dudas by subjects (on line): 8 hours web subject - Faitic

1.3 Was it of debate by subjects (on line): 8 hours web subject - Faitic

BASIC NORMS DE SEMIPRESENCIALIDAD:

1. He students enrolled in wool modalidad semipresencial engages with him instrument docente to follow a régimen of

"evaluación Continuous semipresencial", that involves wool participation presencial the virtual in wools activities that he profesorado diseñe stop says you it modalidad.

2. Wool modalidad semipresencial supone wool evaluación continuous of el aprendizaje of el students, it such end establishes with character general, that wool prueba final tendrá place last wool of wools 6 sesiones of seguimiento, bien of form presencial (classroom Facultad CCSSC), bien of virtual form (Skype the similar system Hangout).

3. He students that in the take part in más of el 80% of wools activities of evaluación continuous semipresencial propuestas by him profesorado, will be evaluado según los criteria that establezca he instrument docente in each subject.

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 secor publico...**, 2007,

Recommendations