Public Marketing

Academic Year: (2019 / 2020) **Review date: 29-04-2019**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Nothing.

OBJECTIVES

- The student will learn the principles of marketing and their application to the public sector.
- The student will know how to analyse various sources on information to evaluate marketing strategies and actions.
- The student will obtain knowledge about tools and methodologies that allow to assess different variables of marketing.

DESCRIPTION OF CONTENTS: PROGRAMME

The course develops three main topics: first, presents the central concepts of marketing; second, explains the applicability of these concepts in the public sector, and third, elaborates on modern concepts of public marketing.

The contents of the program are divided in the following parts: First, distinguish between marketing for profit and nonprofit organizations, focusing on the marketing for the public sector. Second, develops the main marketing topics as exchange, consumer behavior and the citizen, market research, segmentation and positioning. Third, applies the marketing-mix concepts (product, price, distribution and communication) to public administration as well as strategic planning. Finally, presents the stakeholder value approach, internal marketing in public administrations and internet use tools.

LEARNING ACTIVITIES AND METHODOLOGY

This course combines theoretical and practical knowledge. In the theoretic sessions the central topics of marketing are explained as well as their application to the public sector. In the practical sessions the students will analyze articles and successful public administration cases that exemplify the knowledge acquired in the theoretic sessions. In addition, students will develop a study in various phases: first, they choose a public administration product or service, they will analyze it by means of secondary and primary sources of information and, finally, they will present the study findings. To collect primary information, they need to develop an opinion study.

ASSESSMENT SYSTEM

- Exam: 60% of the final grade (There is a minimum grade set in order to sum up the assignments grade)
- Assignments: 40% of the final grade
  . Cases and articles analysis: 10%
  . Group study: 30%

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Chias, J. Marketing público : por un Gobierno y una Administración al servicio del público , McGraw-Hill, 1998

- Kotler, P. Marketing en el Sector Público: Todas las claves para su mejora, Pearson Prentice Hall, 2007

- Ramón Rufín Moreno y Cayetano Medina Molina Marketing Público: Investigación, aplicaciones y estrategia, ESIC, 2012

ADDITIONAL BIBLIOGRAPHY

- Cos Sanchez, Cristobal Fransi, Codina Mejón Instrumentos promocionales en el marketing público: una aplicación empírica, ESICMarket https://www.esic.edu/documentos/revistas/esicmk/060130_644219_E.pdf, 1999