



Universidad  
Carlos III de Madrid

|                                   |                  |                    |
|-----------------------------------|------------------|--------------------|
| <b>COURSE: Public Marketing</b>   |                  |                    |
| <b>DEGREE: Political Sciences</b> | <b>YEAR: 3rd</b> | <b>TERM: First</b> |

| <b>WEEKLY PROGRAMMING</b> |         |   |          |         |  |                                |             |                            |
|---------------------------|---------|---|----------|---------|--|--------------------------------|-------------|----------------------------|
| WEEK                      | SESSION | DESCRIPTION   | GROUPS   |         | Special room for session (computer classroom, audio-visual classroom...) | WEEKLY PROGRAMMING FOR STUDENT |             |                            |
|                           |         |   | LECTURES | SEMINAR |  | DESCRIPTION                    | CLASS HOURS | HOMEWORK HOURS Maximum 7 H |
| 1                         | 1       | Marketing Principles<br>Marketing for nonprofit organizations and Public Marketing<br>Other types of Marketing  | X        |         |  |                                | 1,5         |                            |
| 1                         | 2       | PRACTICAL SESSION: Case analysis  |          | X       |  |                                | 1,5         | 4                          |
| 2                         | 3       | Basic Concepts of Marketing: Exchange, Environment and Markets<br>Marketing challenges in public administration | X        |         |  |                                | 1,5         |                            |
| 2                         | 4       | PRACTICAL SESSION: Case analysis  |          | X       |  |                                | 1,5         | 4                          |
| 3                         | 5       | Marketing information system and Market research<br>Sources of information and types of studies                 | X        |         |  |                                | 1,5         |                            |
| 3                         | 6       | PRACTICAL SESSION: Case analysis  |          | X       |  |                                | 1,5         | 4                          |

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|---|----|--|---|---|--|--|-----|---|
| 4 | 7  | Consumer behavior<br>Citizen as consumer of public administrations   | X |   |  |  | 1,5 |   |
| 4 | 8  | PRACTICAL SESSION: Case/article analysis   |   | X |  |  | 1,5 | 4 |
| 5 | 9  | Segmentation and Positioning<br>Segmentation process, techniques and coverage strategies of target markets               | X |   |  |  | 1,5 |   |
| 5 | 10 | PRACTICAL SESSION: Case/article analysis   |   | X |  |  | 1,5 | 4 |
| 6 | 11 | Marketing-mix: Products and services<br>Products in Public Marketing   | X |   |  |  | 1,5 |   |
| 6 | 12 | PRACTICAL SESSION: Groups composition, definition of the product of study.<br>Analysis and work instructions             |   | X |  |  | 1,5 | 4 |
| 7 | 13 | Marketing-mix: Price<br>Price policies<br>Price in Public Marketing  | X |   |  |  | 1,5 |   |
| 7 | 14 | PRACTICAL SESSION: Secondary sources of information, collection and structure of information                             |   | X |  |  | 1,5 | 4 |
| 8 | 15 | Marketing-mix: Distribution<br>Supply channel and intermediaries<br>Distribution in Public Marketing                     | X |   |  |  | 1,5 |   |
| 8 | 16 | PRACTICAL SESSION: Opinion study planning to collect primary information about the product and the stakeholders          |   | X |  |  | 1,5 | 4 |
| 9 | 17 | Marketing-mix: Communication<br>Publicity, promotion, public relations and policies<br>Communication in Public Marketing | X |   |  |  | 1,5 |   |
| 9 | 18 | PRACTICAL SESSION: Case/article analysis   |   | X |  |  | 1,5 | 4 |

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|-----------------|----|--|---|---|--|--|------------|------------------|
| 10              | 19 | Strategic planning<br>Strategic marketing and operational marketing<br>Plan, evaluation and outcomes control | X |   |  |  | 1,5        |                  |
| 10              | 20 | PRACTICAL SESSION: Case/article analysis   |   | X |  |  | 1,5        | 4                |
| 11              | 21 | The stakeholder value approach<br>7 P's and 4 C's  | X |   |  |  | 1,5        |                  |
| 11              | 22 | PRACTICAL SESSION: Group presentations   |   | X |  |  | 1,5        | 4                |
| 12              | 23 | Creating and measuring stakeholder value<br>Drivers of value   | X |   |  |  | 1,5        |                  |
| 12              | 24 | PRACTICAL SESSION: Group presentations   |   | X |  |  | 1,5        | 4                |
| 13              | 25 | Internal Marketing   | X |   |  |  | 1,5        |                  |
| 13              | 26 | PRACTICAL SESSION: Group presentations   |   | X |  |  | 1,5        | 4                |
| 14              | 27 | Marketing via Internet<br>E-government   | X |   |  |  | 1,5        |                  |
| 14              | 28 | PRACTICAL SESSION: Concluding session and review of learning outcomes  |   | X |  |  | 1,5        | 4                |
| <b>SUBTOTAL</b> |    |  |   |   |  |  | <b>42</b>  | <b>+ 56 = 98</b> |
| 15              |    | Tutorials, handing in, etc   |   |   |  |  | 7          |                  |
| 16-18           |    | Assessment   |   |   |  |  | 15         |                  |
| <b>TOTAL</b>    |    |  |   |   |  |  | <b>120</b> |                  |