

Course title	<b><i>Social and Political Marketing</i></b>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p><b>LO6</b> Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.</p> <p><b>LO7</b> Have acquired analytical skills to conduct research under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of European Studies so that overall, students are able to formulate research questions, understand academic literature, collect and analyse data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p> <p><b>LO8</b> Have insight in European Studies as a multi-disciplinary field of scholarship and education, so that students are aware:</p> <ul style="list-style-type: none"> <li>- of the importance of the academic knowledge development of various disciplines that feed into the understanding and explanation of Europe;</li> <li>- of utilizing the knowledge provided by these various disciplines, including their diverse conceptual, theoretical and methodological perspectives, in their own academic careers and/or professional work environments.</li> </ul>
Course objectives	<p>At the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the concept of non-profit marketing and social marketing to promote the idea of social change as opposed to the commercial marketing context.</li> <li>2. Discover how to articulate corporate social communication in the field of corporate and institution social responsibility policies.</li> <li>3. Know the keys of political marketing in order to promote the adoption of political ideas, candidates and political parties.</li> <li>4. Understand the processes of social change and the application of social marketing to such processes</li> <li>5. Understand the similarities and differences between election marketing and political marketing</li> <li>6. Learn how to make a social marketing or political marketing plan based on real case studies.</li> </ol>
Content	<ol style="list-style-type: none"> <li>1. Marketing program specialized in actions of a social nature and of a political nature whose objective is, on the one hand, to understand the articulation of public conduct in order to achieve non-profit social purposes, and on the other hand, to know how political communication campaigns are developed by adding all the digital connotations of the current moment of technological development.</li> <li>2. Marketing as a discipline of social exchange: from commercial marketing to social marketing. Non-business Marketing. Towards a definition of social marketing. What is a social change campaign? Strategic social marketing planning.</li> <li>3. Basic social marketing strategies: Segmentation and Positioning. The social</li> </ol>

	<p>marketing mix. Social product and adoption costs. The product as a social idea. The product as a social practice. Adoption cost: types. Distribution or carrier in social marketing. Communication Mix.</p> <ol style="list-style-type: none"> <li>4. Political marketing: concept. Evolution of the concept of political marketing. Definition of political marketing. New environment of political action: technological transformations, transformations in communication, globalization, etc. From political marketing to political marketing 2.0.</li> <li>5. Political communication of election campaigns. The elaboration of the political message Advertising media.</li> <li>6. The political marketing plan: analysis; determination of strategies; Control of the political marketing plan.</li> <li>7. Digital political marketing strategies. Identification of strategies 2.0. Implications. Definition of the citizen as a user.</li> </ol>
Work format(s)	<p>Lecture</p> <p>Teaching will consist of a combination of formats i.e.: lectures, hands- on workshops, responsive teaching classes, case reports</p> <p>Students are expected to be present, demonstrate active participation during contact hours and prepare courses in case of responsive teaching sessions</p>
Manner of assessment	<p>The evaluation system will be mixed, combining theoretical part and practical part of the subject. Thus, the final grade of the subject will be obtained according to the following criteria:</p> <ul style="list-style-type: none"> <li>- 50% grade of the final exam of the subject.</li> <li>- 30% work and internship carried out.</li> <li>- 10% attendance</li> <li>- 10% participation in the class.</li> </ul>
Literature (required/ recommended)	<ul style="list-style-type: none"> <li>• ANDREASEN Alan y KOTLER Philip (2003): Strategic Marketing for Nonprofit Organizations. New Jersey. Pearson Education, Inc.</li> <li>• ALDAMIZ-ECHEVARRÍA GONZÁLEZ DE DURANA, C. (2003). Marketing en ONGs de desarrollo. Madrid: IEPALA.</li> <li>• BALAS, M. (2012). La gestión de la comunicación en el Tercer sector. Madrid: Esic Editorial.</li> <li>• BARRANCO SÁIZ, F. (2016). Marketing político y electoral. Madrid: Ed. Pirámide- ESIC.</li> <li>• BALLESTEROS GARCÍA, C. (2001). Marketing con causa, marketing sin efecto. Madrid: Universidad Pontificia de Comillas.</li> <li>• BARRANCO SÁIZ, F. (2005). Marketing social corporativo. La acción social de la empresa-Madrid: ESIC.</li> <li>• BARRANCO SÁIZ, F. (2005). Marketing social corporativo. Madrid: Ed. Pirámide- ESIC.</li> <li>• CANEL, M.J. (2008). Comunicación política. Una guía para su estudio y práctica. Madrid: Tecnos.</li> <li>• KOTLER, P. (2011). Social Marketing: Influencing behaviors for good. New York: Sage Editorial.</li> <li>• KOTLER, P. (2012). Lo bueno funciona. Madrid: Editorial LID</li> </ul>
	<ul style="list-style-type: none"> <li>• RABASSA ASENJO, Bernardo (2000): Marketing social. Madrid. Ediciones Pirámide.</li> <li>• RODRIGUEZ- DEL BOSQUE, I. (Coord.). Marketing: estrategias y aplicaciones sectoriales. Madrid: Editorial CIVITAS.</li> <li>• SÁNCHEZ H. y PINTADO, T. (2010). Estrategias de marketing para grupos sociales. Madrid: ESIC.</li> <li>• WEBSTER, C. (2014). Social marketing: good intentions. Ashwood: Tilde University Press.</li> </ul>