

SUBJECT TEACHING GUIDE

M233 - Social and non-lucrative marketing

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M233 - Social and non-lucrative marketing				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	ANGEL HERRERO CRESPO				
E-mail	angel.herrero@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers					

3.1 LEARNING OUTCOMES

- Knowing the general characteristics of organizations with social and non-profit objectives.
- Knowing the basic aspects of marketing management in non-profit organizations
- Knowing how to manage the media for promotion aims in a social and non-profit economy

4. OBJECTIVES

Knowledge of aspects related to marketing management in social and non-profit organizations, understanding their specificity in terms of objectives, public and commercial management techniques.

6. COURSE ORGANIZATION

CONTENTS	
1	Social marketing and non-profit marketing: Concepts and objectives
2	The Market of non-profit organizations
3	Product and value offer in non-profit organizations
4	Communication and promotion in non-profit organizations

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual examination (test type)	Written exam	No	Yes	40,00
Group work (Practical cases of non-profit organizations)	Work	No	Yes	60,00
TOTAL				100,00
Observations				
Observations for part-time students				
Students enrolled part-time will be assessed with a written exam that will consist of a unique theoretical and practical exam of one hundred percent of the subject.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC
Balas, M. (2011). La gestión de la comunicación en el Tercer Sector. ESIC
Fernández, S. (2007). Cómo gestionar la comunicación en organizaciones públicas y no lucrativas. Editorial Narcea
Pérez, L.A. (2004). Marketing social: Teoría y Práctica. Pearson Educación