

**COURSE DATA****Data Subject**

Code	42763
Name	Marketing of the social economy enterprises
Cycle	Master's degree
ECTS Credits	3.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2204 - M.D. in Social Economics (Coop.and Non-Profit Organisations)	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2204 - M.D. in Social Economics (Coop.and Non-Profit Organisations)	8 - Marketing of the social economy enterprises	Obligatory

Coordination

Name	Department
CURRAS PEREZ, RAFAEL MARTIN	43 - Marketing and Market Research

SUMMARY

Marketing for the Social Economy Enterprises is registered as a compulsory subject within the Management block of Master in Social Economy at the University of Valencia. It has a workload of 3 ECTS credits and is taught during the first semester of the academic year.

This course introduces students to the subject area of Marketing, applied to the specific field of SE institutions. The third sector or Nonprofit sector in Spain has grown continuously in recent years, increasing both the number and size of organizations, with more sophisticated goals and missions. This process has resulted in greater complexity in the economic and administrative management of these entities, and their relationship with other social actors. In this context, the role and philosophy of marketing is considered a useful tool for the effective accomplishment of the mission of the SE organizations.



This course introduces the student to the basics of strategic and operative marketing planning applied to the SE, and places special emphasis on typical marketing extensions of these kinds of organizations: social marketing.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Are not required

OUTCOMES

2127 - M.U. en Economía Social (Coop.Entidades No Lucrativas)

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Comprender el funcionamiento de las entidades y empresas que conforman la Economía Social
- Conocer y saber aplicar las estrategias de marketing aplicadas a las empresas y entidades de la Economía Social.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Know how to work in multidisciplinary teams reproducing real contexts and contributing and coordinating their own knowledge with that of other branches and participants.
- Participate in, lead and coordinate debates and discussions, be able to summarize them and extract the most relevant conclusions accepted by the majority.
- Use different presentation formats (oral, written, slide presentations, boards, etc.) to communicate knowledge, proposals and positions.
- Proyectar sobre problemas concretos sus conocimientos y saber resumir y extraer los argumentos y las conclusiones más relevantes para su resolución.



- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Be able to integrate into teams, both as managers or coordinators and for specific and limited functions and in support of the team or of others.

LEARNING OUTCOMES

The purpose of this course is to familiarize students with the field of marketing as a social function through the third sector economy, always understood as a technique and not as the main goal of the organization. Similarly, it is equally important that students understand the boundaries and frontiers of marketing.

Thus, we seek three broad objectives:

1. To know the process of strategic and operative marketing planning in the context of SE institutions.
2. To recognize the importance of social marketing as a mechanism to promote social change, and learn to design and implement a social marketing campaign.
3. To know the relationship established between SE institutions and forprofit companies.

These general objectives are articulated in more specific objectives listed below:

1. To be aware of the importance of marketing on the economy, business and society.
2. To know marketing function as a regulator of exchange processes in the socioeconomic context that surrounds us.
3. To know and to frame the marketing function within the organization of Social Economy.
4. To be able to develop a marketing plan applied to the field of SE, both strategic and operational levels.
5. To be able to solve complex problems of marketing and market segmentation, positioning and differentiation.



6. To know the specifics of the policies of Product, Price, Distribution and Communication in the field of SE.
7. To know the role of social marketing, and to design and implement a social campaign.
8. To learn what are the basic cognitive and affective processes that influence the behavior of the target of a social campaign.
9. To identify the possible ways of collaboration in the field of marketing, between SE institutions and forprofit companies.

DESCRIPTION OF CONTENTS

1. The role of marketing in the Social Economy

- 1.1. Concept and scope of marketing
- 1.2. Approaches of companies and organizations to market
- 1.3. Functions and types of marketing
- 1.4. Arguments in favor of marketing function in SE organizations
- 1.5. Criticisms of marketing

2. Marketing planning process in SE institutions: strategic marketing

- 2.1. Overall planning process in the company
- 2.2. Nature and contents of the marketing plan
- 2.3. The micro and macro marketing
- 2.4. Segmentation, Positioning and Differentiation
- 2.5. Competitive marketing strategies for SE institutions

3. Marketing planning process in the SE institutions: tactical marketing

- 3.1. Overview of marketing tactics: the four P's
- 3.2. The P of Product of an SE institution
- 3.3. Price: the costs of adopting a social product
- 3.4. Marketing communication in SE institution
- 3.5. The distribution in SE institution

4. Social Marketing: design and implementation of a social campaign

- 4.1. Concept and evolution of social marketing
- 4.2. Planning a social marketing campaign
- 4.3. Market research in social marketing
- 4.4. Monitoring and evaluation of a social campaign

**5. The behavior of the target of a social campaign**

- 5.1. The processes of adoption a social idea
- 5.2. Psychological models of adoption a social idea
- 5.3. Internal factors influencing consumer adoption
- 5.4. External factors influencing consumer adoption

6. Marketing relationships between SE institutions and forprofit enterprises

- 6.1. Corporate Social Responsibility and Marketing
- 6.2. Communication of CSR initiatives: principles and need
- 6.3. Communication skills of SCR
- 6.4. Persuasion in communicating SCR

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	20,00	100
Classroom practices	10,00	100
Development of group work	3,00	0
Development of individual work	15,00	0
Study and independent work	8,00	0
Readings supplementary material	3,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	5,00	0
Resolution of case studies	6,00	0
TOTAL	75,00	

TEACHING METHODOLOGY

From the pedagogic point of view, the course has two distinct blocks:

Theoretical sessions. Theory classes will be based on the professor's explanations (participatory lecture), the study of the basic literature and / or additional recommended readings, and participation of students to discuss various topics.

To get the most out of the lecture, students are encouraged to prepare each UT for which they are encouraged to make use of the literature provided. Also it should be used other teaching resources provided by the professor. These are structured as follows:



• Slides of the UT content: is the material used to support the professor in the master lesson. They serve as a framework or schema of the contents of the subject, but are not the exclusive material of study. Slides are a complement to the syllabi, and class notes.

• Key resources listed in the manuals that cover the subject matter properly in terms of talking points and level depth.

• Reading support. Reading it will enable the student to have a broader and richer view of some of the content of the material presented in class.

Practical Activities. Each UT ends with the proposal of a practical activity. These activities, of various types (viewing and discussion of film clips, case studies, critical analysis of real examples of campaigns, etc.), The main aim is illustrate the application of the different concepts seen in class in real situations. The individual delivery of practical activities will be the basis of the evaluation system of the subject.

The professor will present the task in class. There will be a particular class time devoted to its preparation, at in the beginning of the next session (or the timing set by the professor) will be sharing a brief, and the students delivered a brief report of the activity, not more than 5 pages. All practices are individual, but their preparation in the classroom may be in teams.

EVALUATION

The program is designed to be fully explained, except for reasons of force majeure, during the semester and therefore will be required in full in the final evaluation of the subject.

The final grade consists of three components with the following weights and evaluation mechanisms:

- Component I (80% of final grade). Preparation and delivery of individual reports corresponding to the realization of practical cases.
- Component II (10% of final grade). Attendance at lectures and practices of the subject
- Component III (10% of final grade). Participation interest in the subject, attitude to the subject.

Please note:

To pass the course must take at least 5 of 10 in the component I separately. Failure to pass this note on that component, it is not possible the overall compensation between components.

Composition of the final grade for the course

Activity or concept to evaluate	% Grade
Preparation and submission of case studies	80%
Attendance	10%



Participation and interest in the subject	10%
Total:	100%

REFERENCES

Basic

- Kotler, P. y Roberto, E. (1989): Marketing social: estrategias para cambiar la conducta pública. Editorial Díaz de Santos, Madrid.
- Kotler, P. et al. (2006): Dirección de Marketing. Pearson Prentice-Hall, Madrid.
- Moliner Tena, M.A. (1998): Marketing Social. Editorial Esic, Madrid.
- Biblioteca de ciencias sociales de la UV "Guía de recursos bibliográficos sobre economía social" <https://cibisoc.blogs.uv.es/recursos-tematicos/economia-social/>
- Currás, R. (2020). Marketing aplicado a la economía social en Chaves, R., Fajardo, G. y Monzón, J.L Eds.(2020). Manual de Economía Social. Ed. Tirant Lo Blanch, Valencia. Capítulo 9. pp. 97-115.

Additional

- Aldamiz Echevarría, C. (2003): Marketing en ONGS de Desarrollo. Para su aplicación práctica. Ed. Iepala, Madrid.
- Barranco, F.J. (2005): Marketing social corporativo: la acción social de la empresa. Pirámide, Madrid.
- Venet, V. J. y Nos, E. (2003): La publicidad en el Tercer Sector. Tendencias y perspectivas de la comunicación solidaria. Icaria Editorial, Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The course will be carried out face-to-face, unless sanitary circumstances prevent it. In this case, the teaching and evaluation will be adapted to the guidelines prepared by the University to ensure non-face-to-face teaching.

1. Contents



The contents initially collected in the teaching guide are maintained

2. Volume of work and temporary planning of teaching

Maintaining the weight of the different activities that add the hours of dedication in ECTS credits marked in the original teaching guide.

3. Teaching methodology

TEACHING

- Blackboard Collaborate asynchronously (tutoring, resolution of doubts) and synchronously through videoconferences (teaching theoretical content, practical approach).
- Skype or Zoom synchronously through videoconferences (doubts resolution, tutorials and practical resolution).
- Virtual Classroom Questionnaires
- Virtual Classroom Tasks
- Upload of materials to virtual classroom (transparencies, videos, articles, links)

TUTORIES

Via email, Blackboard Collaborate, Skype, or Zoom

4. Evaluation

The evaluation system of the subject is maintained as planned, since there is no face-to-face test: all the evaluation is carried out through the delivery of practices and continuous evaluation. The only change in the weight is in Component II (attendance), which is included in Component III, which will weigh 20%.

5. Bibliography

No new bibliography is added