

1. FICHA TÉCNICA

CURSO ACADÉMICO: 2019-2020

ASIGNATURA: Marketing Social y Político

PROFESOR(ES): Dña. Patricia Lafuente Pérez

CURSO: 3

TPO: OP

CÓDIGO: 019803677

CRÉDITOS ECTS: 6,0

PLAN DE ESTUDIOS: 2019

UNIVERSIDAD: CES Villanueva

FACULTAD O ESCUELA: Área de Comunicación

TITULACIÓN: Grado en Publicidad y Relaciones Públicas

ÁREA DE CONOCIMIENTO: -

ÚLTIMA REVISIÓN: 23/10/2019 10:55:23

2. DATOS GENERALES

OBJETIVOS GENERALES

Teóricos

1. Know the basic notions that define both political marketing and social marketing, as well as its history and evolution.
2. Understand the similarities and differences between commercial, social and political marketing.
3. Differentiate between electoral and political marketing.
4. Identify and apply marketing techniques and strategies used in the construction of the image, messages and campaigns of political parties and public or private institutions.
5. Design and plan campaigns and communication strategies for political parties and public or private institutions.

Prácticos

1. The practical objectives are equivalent to the theoretical ones pursued by this subject.
2. All contents will also be addressed from a practical perspective.
3. Throughout the semester various real cases, that will allow us to apply the theoretical knowledge acquired, will be studied.

COMPETENCIAS QUE SE DESARROLLAN

General

CG3. Knowledge of the research and interrelated processes among the subjects of commercial, advertising and public relations activities. It develops the conceptual foundations of strategic management applied to communication by objectives, from a methodological approach, to assist operators who have to make decisions in search of communicative effectiveness.

Transversal

CT1. Ability to take advantage of the various sources of information available to the student in the different areas of study to maximize their training and thus achieve optimal performance in the academic, personal and, subsequently, professional.

CT5. Ability to work and interact in multi and interdisciplinary teams, contributing to the achievement of previously established objectives, and reverting their results in personal and collective learning.

CT6. Ability to acquire an ethical commitment on a personal and social level, manifest both in their academic behaviour and in their future professional work.

Specific

CE1. Theoretical and practical knowledge of communication, oral expression and dissertation techniques. Especially those used in advertising management and business and institutional communication with its various publics.

CE9. Capacity and ability to collaborate in the design of the communication plan: set communication objectives, define the target audience, propose strategies, and determine, define and control the budgets of publicity and public relations communication.

CE10 Capacity and ability to use communication technologies and techniques, in different media and conventional and non-conventional media, combined and interactive (multimedia), especially to apply them to the world of communication, and in the creation of new media.

CONTENIDOS DEL PROGRAMA

1. Introduction
 - Course presentation
 - The foundations of political marketing
2. The emergence of modern political communication
3. Main steps of the political marketing process
4. Political marketing tools
5. The particularities of election campaigns
6. Social marketing

BIBLIOGRAFÍA Y RECURSOS BÁSICOS

BASIC BIBLIOGRAPHY

- Lees-Marshment, J. (ed.) (2012). Routledge Handbook of Political Marketing. New York: Routledge.
- Lilleker, G. D. & Lees-Marshment, J. (eds) (2005). Political Marketing. A Comparative Perspective. Manchester: Manchester University Press
- Maarek, P. J. (2018). Marketing político y comunicación. Barcelona: Paidós.
- Issenberg, S. (2012). The victory lab : the secret science of winning campaign. New York : Crown, cop.

FURTHER READING

- Aldamiz-Echevarría, C. (2003). Marketing en ONGs de desarrollo. Bilbao: IEPALA. FESIDE.
- Alonso Coto, M. (2011). Marketing político 2.0 : lo que todo candidato necesita saber para ganar las elecciones. Barcelona : Gestión 2000.
- Argemí, M. (2017). El sentido del rumor: cuando las redes sociales ganan las encuestas. Barcelona: Península.
- Arroyo, L. (2012). El poder político en escena: Historia, estrategias y liturgias de comunicación política. Barcelona: RBA Editores.
- Baeza Pérez-Fontán, E. (2012). Cómo crear una campaña electoral de éxito: Guía para gestión integral de campañas electorales. Madrid: Ediciones Internacionales Universitarias.
- Berganza Conde, M. R. (2012). Opinión Pública. Madrid: CEF, D.L. Opinión pública / María Rosa Berganza Conde, Roberto de Miguel Pascual. (2012) Editorial: [Madrid] : CEF, D.L.
- Brader, T. (2006). Campaigning for hearts and minds : how emotional appeals in political ads work. Chicago : University of Chicago Press.
- Canel, M^a. J. (1999). Comunicación política. Técnicas y estrategias para la sociedad de la información. Madrid: Tecnos.
- Colomer, J.M. (1990). El arte de la manipulación política. Votaciones y teoría de juegos en la política española. Barcelona: Anagrama.
- Crespo, I. (ed.). (2013). Partidos, medios y electores en procesos de cambio. Las elecciones generales españolas de 2011. Valencia: Tirant Humanidades.
- Del Rey Morató, J., Campillo, A. y Guan, Y. (editores). (2016). Campañas electorales en América Latina, España y Portugal: storytelling, retórica, marcos, redes sociales y juegos de lenguaje. Madrid : Fragua.
- Donovan, R. & Henley, N. (2010). Principles and Practice in Social Marketing. An International Perspective. Cambridge:

Cambridge University Press.

- Entman, R. (1993). Framing: Toward clarification of a fractured paradigm, *Journal of Communication*, vol.43 (4), pp.51-58.
- Lakoff, G. (2008). *No pienses en un elefante. Lenguaje y debate político*. Madrid: Editorial Complutense.
- Libert, B. y Faulk, R. (2009). *Obama, Inc. El éxito de una campaña de marketing*. Madrid: Prentice Hall.
- Martín Salgado, L. (2003). *Marketing político : Arte y ciencia de la persuasión en democracia*. Barcelona : Paidós.
- Sanders, K; Canel, M.J; Capdevila, A. Gurrionero, M. (coords.). (2013). *Estudios de Comunicación Política. Libro del año 2012*. Madrid: Tecnos.
- Wymer, W. W & Lees-Marshment, J. (eds) (2005). *Current Issues in Political Marketing*. New York: Best Business Books

RECOMMENDED WEBSITES

- ASOCIACIÓN DE COMUNICACIÓN POLÍTICA: <http://compolitica.com/>
- ASOCIACIÓN LATINOAMERICANA DE INVESTIGADORES EN CAMPAÑAS ELECTORALES: <http://www.alice-comunicacionpolitica.com>
- CENTRO DE INVESTIGACIONES SOCIOLOGICAS: <http://www.cis.es/cis/opencms/ES/index.html>
- INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE <http://www.idea.int/>
- INTERNATIONAL KNOWLEDGE NETWORK OF WOMEN IN POLITICS (IKNOW) <http://iknowpolitics.org/>
- SUNLIGHT FOUNDATION <http://sunlightfoundation.com/>
- ACE Project <http://aceproject.org/>

METODOLOGÍA DE ENSEÑANZA

In order to achieve the objectives established in the subject, the sessions will be carried out as follow:

Theoretical sessions

- The master class will be used mainly. During the oral presentation, we will use examples that illustrate theoretical concepts. In the exemplified exhibition, examples will inspire questions for the students to help the analysis and debate about the contents.

Practical sessions and workshops

- Throughout the course, several practical cases will be analyzed. We will work individually and in small groups. In addition, in certain sessions it will be the students who will work under the supervision of the teacher to perform specific tasks.

Tutorial sessions

- In the tutoring sessions the students will be able to ask specific questions related to themselves or the course.

CRITERIOS Y MÉTODOS DE EVALUACIÓN

ASSESSMENT

- Group exercise: 20% of the final mark
- Final exam: 40% of the final mark
- Individual exercises done in class: 30% of the final mark
- Participation, feedback and lessons attended: 10% of the final mark

IMPORTANT:

Each of the elements must be passed individually to be taken into account: exercises, lessons attended (60%) and final exam (40%).

In no case can the final exam be substituted for an assignment.

All the individual exercises have to be done during the lessons. The individual exercises will not be announced previously. It is mandatory to justify an absence (hospitalization, family emergency...). In this case students have the possibility to complete the exercise later.

Students who repeat the subject are required to complete the final exam (100% of the final mark). Therefore, no mark obtained in a previous course is retained.

In case you don't pass the subject in May ("convocatoria ordinaria"):

- If the students fail the practical block (60% of final mark), they will be required to repeat the activities ("convocatoria extraordinaria")
- If the students fail the exam (40% of final mark), they will be required to repeat the exam ("convocatoria extraordinaria")

MATERIAL Y RECURSOS TECNOLÓGICOS UTILIZADOS

RECURSO
Presentaciones Powerpoint
Documentación Impresa
Videos
Internet
Correo interno de Villanueva
Apuntes
Artículos de revistas especializadas