

## 1. FICHA TÉCNICA

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CURSO ACADÉMICO: 2018-2019

ASIGNATURA: Marketing Social y Político

PROFESOR(ES): Dña. Patricia Lafuente Pérez

CURSO: 4

TPO: OP

CÓDIGO: 019803759

CRÉDITOS ECTS: 6,0

PLAN DE ESTUDIOS: 2018

UNIVERSIDAD: CES Villanueva

FACULTAD O ESCUELA: Área de Comunicación

TITULACIÓN:

ÁREA DE CONOCIMIENTO: -

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## 2. DATOS GENERALES

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### OBJETIVOS GENERALES

#### Teóricos

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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

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

### COMPETENCIAS QUE SE DESARROLLAN

#### General

CG3. Knowledge of the research and interrelational 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 behavior and in their future professional work.

#### Specific

CE1. Theoretical and practical knowledge of communication techniques, oral expression and project defense. 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

##### T 1. Introduction

###### 1.1. Course presentation

##### T 2. The emergence of modern political communication

###### 2.1. Political marketing in USA

###### 2.2. Political marketing in Europe

##### T 3. What is political marketing?

###### 3.1. Main stages

###### 3.2. Main instruments

##### T 4. Political marketing in electoral campaigns

###### 4.1. Strategy

###### 4.2. Market research for politics

###### 4.3. Marketing 2.0 and 3.0 for politics

##### T 5. What is social marketing?

###### 5.1. Main strategies and instruments

###### 5.2. Evolution

###### 5.3. Cases

#### BIBLIOGRAFÍA Y RECURSOS BÁSICOS

##### **BASIC BIBLIOGRAPHY**

- Alonso, M. y Adell, A. (2011). *Marketing político 2.0*. Barcelona: Gestión 2000.
- Lees-Marshment, J. (ed.) (2012). *Routledge Handbook of Political Marketing*. New York: Routledge.
- Lees-Marshment, J. (2009). *Political Marketing. Principles and Application*. New York: Routledge
- Lilleker, G. D. & Lees-Marshment, J. (eds) (2005). *Political Marketing. A Comparative Perspective*. Manchester: Manchester University Press
- Maarek, P. J. (2009). *Marketing político y comunicación*. Barcelona: Paidós.
- Newman, B. I. (ed) (1999). *Handbook of Political Marketing*. Thousand Oaks, CA: Sage
- Newman, B. I. (1994). *The Marketing of the President: Political Marketing as Campaign Strategy*. Thousand Oaks, CA: Sage

##### **FURTHER READING**

- Aldamiz-Echevarría, C. (2003). *Marketing en ONGs de desarrollo*. Bilbao: IEPALA. FESIDE
- Canel, M<sup>a</sup>.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.
- 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.
- Hennenberg, S. (2004): "The view o fan advocatus dei: Political marketing and its critics". *Journal of Public Affairs*, Aug. 4.3. 225-243

- 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.
- 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 WEB**

- ASOCIACIÓN DE COMUNICACIÓN POLÍTICA: <http://compolitica.com/>
- ASOCIACIÓN LATINOAMERICANA DE INVESTIGADORES EN CAMPAÑAS ELECTORALES: <http://www.alice-comunicacionpolitica.com/home/>
- CENTRO DE INVESTIGACIONES SOCIOLOGICAS: <http://www.cis.es/cis/opencms/ES/index.html>

#### **METODOLOGÍA DE ENSEÑANZA**

In order to achieve the objectives established in the subject, the sessions will be pose as follows:

##### **Theoretical sessions**

The master class will be used mainly. During the oral presentation, will have an impact on examples that illustrate theoretical concepts. In the exemplified exhibition, they will ask questions to the students to help the analysis and debate about the contents.

##### **Practical sessions and workshops**

Throughout the course, several practical cases will be analyzed. They will serve as support for the elaboration of group work. In addition, in certain sessions will be the students who will work under the supervision of the teacher to perform specific tasks.

##### **Tutoring sessions**

In them the students will be able to solve doubts as much of the contents theoretical as of the work that should be done by groups throughout the course.

#### **CRITERIOS Y MÉTODOS DE EVALUACIÓN**

##### **ASSESMENT**

- Group presentation 20%
- Final exam 40%
- Individual exercises: 30%
- Participation and lessons attended: 10%

##### **IMPORTANT:**

1. Each of the parties must be approved among themselves to add to the final grade. That is to say, in the weighting of the ratings, only the one that has been approved will be taken into account.
2. In no case may an exam for a job be substituted.
3. Students who repeat the subject should examine everything in content. Therefore, no note obtained in a previous course is retained

#### **MATERIAL Y RECURSOS TECNOLÓGICOS UTILIZADOS**

RECURSO
Presentaciones Powerpoint
Documentación Impresa

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Vídeos
Internet
Web o blog ajeno a Villanueva
Web de la asignatura en Villanueva
Correo interno de Villanueva
Apuntes
Revistas especializadas
Libros de referencia
Campus virtual y foros