




Course Unit Form			 <small>Universidade do Minho Escola de Economia e Gestão</small>	 <small>universidade de aveiro theoria poiesis praxis</small>	
PhD Course: Marketing and Strategy					
Academic Year: 10/11					
Course Unit: Public, Non-profit and Social Marketing					
Code:	ECTS: 4	Course Year: 1			
Compulsory:			Optional: X		
1st Semester:	2nd Semester: X				
Language of instruction: English					

Lecturer(s)	
Teacher	Name: Helena Maria Baptista Alves
	E-mail: halves@ubi.pt
	Office: 3.5 (UBI)
	Contact hours` schedule: Friday, from 11h to 13h
	Web Page: www.dge.ubi.pt/hmba

Prerequisites: None

<p>Learning Outcomes</p> <ul style="list-style-type: none"> - To understand the specificities associated with the concepts of the discipline as well as how these specificities influence the marketing of these concepts; - To identify the results achieved by the studies developed in this topic until now; - To critically evaluate the results achieved by the studies developed until now; - To apply and adapt the marketing tools to public administration and third sector; - To critically evaluate the potentialities of research on public, non-profit and social marketing in order to make a contribution to theory and practice of marketing in this fields.
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<p>Programme Summary</p> <ul style="list-style-type: none"> - Extending the scope of marketing: From for profit marketing to non-profit and social marketing. - The concept of marketing in the public sector; - The application of marketing in the non-profit sector; - The concept of social marketing;

Detailed Programme

Module 1 - Extending the scope of marketing: From for profit marketing to non-profit and social marketing.

- 1.1 Evolution
- 1.2 Advocates and dissenters
- 1.3 Evolution and specialization of the marketing concept

Module 2 - Marketing in the public sector

- 2.1 The concept of marketing in the public sector
- 2.2 Needs detection and the development of marketing in the public sector
- 2.3 The public marketing plan.

Module 3 - The application of marketing to the third

- 3.1 The non-profit organizations and the non-profit sector
- 3.2 The marketing challenges in the non-profit sector

Module 4 - The social marketing

- 4.1 The concept of social marketing
- 4.2 The social marketing and its agents: governments, companies and non-profit organizations
- 4.3 Social marketing challenges
- 4.3 The social marketing mix
- 4.4 Fundraising and volunteering

Assessment methods, techniques and criteria

Teaching Methodology

The classes will have two components:

- (1) Systematic Exposition of the contents by the teacher;
- (2) Preparation and discussion of research by the students

Evaluation criteria

The evaluation at the Teaching - Learning period will be based on the following criteria:

- (I) Participation and attendance - 10%
- (ii) Analysis and presentation of the contents of a scientific paper individually - 20% (15%content+5%oral presentation)
- (iii) Presentation and discussion of a group work - 60% (50% content+10%oral presentation). The group work will consist in preparing a scientific paper in the context of the material taught (various topics will be provided). The groups will have 2 to 3 elements.
- (iv) Critical comments on the work of another group - 10%

Main bibliography

Module 1

- Arndt, J. (1978). "How Broad Should the Marketing Concept Be?", *Journal of Marketing*, 42(1), pp. 101-103.
- Bagozzi, R.P. (1975). "Marketing as Exchange", *Journal of Marketing*, 39 (October), pp. 32-9.
- Hunt, S. (1976). "The Nature and Scope of Marketing", *Journal of Marketing*, 40 (3), pp: 17-28.
- Kotler, P. (1972) "A Generic Concept of Marketing", *Journal of Marketing*, 36 (April), pp. 46-54.
- Kotler, P. (1975). *Marketing for Non Profit Organizations*. Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P. (1979). "Strategies for Introducing Marketing into Non-profit Organizations", *Journal of Marketing*, 43 (January), pp. 37-44.
- Kotler, P.; Levy, S.J. (1969). "Broadening the Concept of Marketing", *Journal of Marketing*. 33 (January), pp. 10-15.
- Kotler, P. (2005). "The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought", *Journal of Public Policy & Marketing*, 24(1), pp. 114-116.
- Luck, D.J. (1969). "Broadening the Concept of Marketing Too Far", *Journal of Marketing*, 33 (July), pp. 53-5.

Module 2

- Butler, P.; Collins, N. (1995). "Marketing public sector services: Concepts and Characteristics", *Journal of Marketing Management*, 11, pp. 83-96.
- Buurma, H. (2001). Public policy marketing: marketing exchange in the public sector. *European Journal of Marketing*, 35(11/12), 1287-1302.
- Chías, J. (1995). *Marketing Público*. McGraw-Hill. Aravaca.
- Day, J., Reynolds, P., & Lancaster, G. (1998). A marketing strategy for public sector organisations compelled to operate in a compulsory competitive tendering environment. *International Journal of Public Sector Management*, 11 (7), 583-595.
- Dolnicar, S.; Irvine, H.; Lazarevski K. (2008). "Mission or Money? Competitive challenges facing public sector nonprofit organisations in an institutionalised environment", *International Journal of Nonprofit and Voluntary Sector Marketing*, 13, pp. 107-117.
- Graham, P. (1994). "Marketing in the Public Sector: Inappropriate or merely difficult?", *Journal of Marketing Management*, 10, pp. 361-375.
- Kotler, P.; Lee, N. (2007). *Marketing in a Public Sector: A Roadmap for Improved Performance*. Prentice-Hall
- Mintz, J.; Church, D.; Colterman, B. (2006). "The Case for Marketing in the Public Sector", *The Journal of Public Sector Management*, 36 (4), pp:40-48.
- Routledge, P. (2010). *Marketing Within the Public Sector*. *Journal of Nonprofit & Public Sector Marketing*, 8(1), 3-15.
- Vázquez Burguete, J.L.; Placer Galán, J.L. (2000). *Cinco Temas de Introducción al Marketing Público*. León: J.L. Vazquez y J.L. Placer editores.

Module 3

- Andreasen, A.; Kotler, P. (2008) *Strategic Marketing for Nonprofit Organizations*. Pearson International Edition (7th edition). New Jersey.
- Cairns, B., Harris, M., & Young, P. (2005). Building the Capacity of the Voluntary Nonprofit Sector: Challenges of Theory and Practice. *International Journal of Public Administration*, 28(9-10), 869-885. doi: 10.1081/PAD-200067377.
- Franco, R.; Sokolowski, S.W.; Hairel, E.; Solomon, L. (2005). *O sector não Lucrativo Português numa perspectiva comparada*. Universidade Católica Portuguesa e Johns Hopkins University.
- Kara, A.; Spillan, J.; DeShields Jr, O. (2004), "An Empirical Investigation of the Link Between Market Orientation and Business Performance in Non-profit Service Providers", *Journal of Marketing Theory and Practice*. 12 (2). pp. 59-72.

Secondary bibliography:

Beerli, A.; Díaz, G.; Martín, J. (2004), "The behavioural consequences of self congruency in volunteers", *International Journal of Nonprofit and Voluntary Sector Marketing*, vol. 9, nº 1, pp. 28-48.

Blois, K. (1999), "Marketing for Non-Profit Organizations" in *The Marketing Book*, 4ª Ed., Editado por Michael Baker, Butterworth Heinemann.

Brennan, L., ; Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of Business Research*, 63(2), 140-146.

Briggs, E.; Landry, T.; Wood, C. (2007), "Beyond Just Being There: An Examination of the Impact of Attitudes, Materialism, and Self-Esteem on the Quality of Helping Behavior in Youth Volunteers", *Journal of Nonprofit & Public Sector Marketing*, vol. 18, nº 2, p. 27.

Buckmaster, N. (1999), "Associations between Outcome Measurement, Accountability and Learning for Non-Profit Organizations", *The International Journal of Public Sector Management*, vol. 12, nº 2, pp. 189-197.

Cervera, A. (1999), *Marketing y Orientación al Mercado de la Administración Pública Local*, Institución Alfons el Malganim, Valencia.

Chapman, D.; Cowdell, T. (1998), *New Public Sector Marketing*, Financial Times Management/Pitman Publishing, London.

Chías Suriol, J. (1995), *Marketing Público. Por un Gobierno y una Administración al Servicio del Público*, McGraw-Hill, Madrid.

Coffman, Larry L. (1986), *Public Sector Marketing- A Guide for Practitioners*, John Wiley & Sons.

Dabbs, G. (1991), "Nonprofit Businesses in the 1990s: Models for Success", *Business Horizons*, vol. 35, nº 5, pp. 68-71.

Drucker, Peter F. (1990), *Managing the Non-Profit Organization*, Butterworth Heinemann, Oxford.

Knox, S.; Gruar, C. (2007), "The Application of Stakeholder Theory to Relationship Marketing Strategy Development in a Non-profit Organization", *Journal of Business Ethics*, vol. 75, nº 2, p. 115-136.

Lovelock, C. H.; Weinberg, C. B. (1984), *Marketing for Public and Nonprofit Managers*, John Wiley & Sons, New York.