



## COURSE DATA

### DATA SUBJECT

**Code:** 42763  
**Name:** Marketing of the social economy enterprises  
**Cycle:** Master's Degree  
**ECTS Credits:** 3  
**Academic year:** 2026-27

### STUDY (S)

Degree	Center	Acad. year	Period
2204 - Master's Degree in Social Economics (Cooperatives and Non-Profit Organisati	Facultat d'Economia	1	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2204 - Master's Degree in Social Economics (Cooperatives and Non-Profit Organisati	Marketing of the social economy enterprises	COMPULSORY

### COORDINATION

CURRAS PEREZ RAFAEL MARTIN

## 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.

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## 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

## COMPETENCES / LEARNING OUTCOMES

### 2127 -

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.

Be able to integrate new technologies in their professional and/or research work.

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.

Critically analyse one's own work and that of colleagues.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to work in multidisciplinary teams reproducing real contexts and contributing and coordinating their own knowledge with that of other branches and participants.

Know how to write and prepare presentations to present and defend them later.

Participate in, lead and coordinate debates and discussions, be able to summarize them and extract the most relevant conclusions accepted by the majority.

Proyectar sobre problemas concretos sus conocimientos y saber resumir y extractar los argumentos y las conclusiones más relevantes para su resolución.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

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.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

Use different presentation formats (oral, written, slide presentations, boards, etc.) to communicate knowledge, proposals and positions.

## 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. Sustainable Marketing
- 1.4. Functions and typologies of Marketing
- 1.5. Arguments in favor of the marketing function in Social Economy organizations
  
- 1.6. 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. 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

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	30,00
<b>Total hours</b>	<b>30,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00



Individual or group project	18,00
Independent study and work	11,00
Preparation of lessons	5,00
Preparation for assessment activities	5,00
Resolution of case studies	6,00
<b>Total hours</b>	<b>45,00</b>

## TEACHING METHODOLOGY

From the pedagogical 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 subject ends with the proposal of a practical activity. These activities, of different natures (viewing and discussion of film clips, case studies, critical analysis of real examples of campaigns, etc.), have as their main purpose to illustrate in real situations the application of the different concepts seen in class. The individual or group completion of the practical activities will form the basis of the assessment system for the course.

The lecturer will explain the task to be carried out in each practical activity. There will be a special time in class dedicated to its preparation; at the beginning of the following session (or at the time established by the teacher) there will be a brief discussion, and the students will hand in a report on the solution of the activity.

## EVALUATION

The programme has been conceived to be explained in its entirety, except for reasons of force majeure, during the semester and will therefore be required in its entirety in the final evaluation of the subject. The final grade consists of two components with the following weights and evaluation mechanisms:



- Continuous assessment (40% of the final grade). Attendance and participation (10% of the final grade) and delivery of the individual practicals (Practical 1 and Practical 6) (30% of the final grade).
- Final assessment (60% of the final grade). Individual delivery of a final portfolio of work done in group: Practices 2, 3 and 5).

Important note: In order to pass the course it is necessary to get at least a 5 out of 10 in the overall grade.

**Policy for the use of Artificial Intelligence (AI).** A paragraph should be included at the end of any task that uses Artificial Intelligence, explaining what it has been used for and what instructions have been applied to obtain the results. Failure to do so will violate the academic honesty policy and will be considered plagiarism. In fact, according to article 11.g of Law 3/2022, of February 24th, on university coexistence, regarding ChatGPT, it shall be considered a very serious offense to fully or partially plagiarize a work, or engage in academic fraud in the preparation of any assignment or activity requested of the students. Academic fraud shall be understood as any deliberate behavior aimed at falsifying the results of an exam or assignment, whether it is one's own or someone else's (including the improper use of artificial intelligence such as ChatGPT), carried out as a requirement to pass a subject or demonstrate academic performance.

## REFERENCES

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- ¿ 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.
- ¿ Currás, R. (2021): ¿Marketing y Responsabilidad Social Corporativa. ¿Cómo comunicar iniciativas socialmente responsables?¿, en Vañó, M.J., y Chaves, R. (Eds.). La economía social y el cooperativismo en las modernas economías de mercado, Ed. Tirant lo Blanch, Valencia. pp. 365-378. Disponible en el Aula Virtual.
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- ¿ Kotler, P, y Armstrong, G. (2018). Principios de marketing. 17 ed. Ed. Pearson educación, Madrid. Disponible en formato electrónico en (VPN UV): [https://www.ingebook.com/ib/NPcd/IB\\_Escritorio\\_Visualizar?cod\\_primaria=1000193&libro=7703](https://www.ingebook.com/ib/NPcd/IB_Escritorio_Visualizar?cod_primaria=1000193&libro=7703)
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- ¿ Moliner Tena, M.A. (1998): Marketing Social. Editorial Esic, Madrid.
- ¿ Sanders, N.R. y Wood, J.D. (2024). Foundations of Sustainable Business. Ed. Wiley, New York, USA.