



COURSE DATA

DATA SUBJECT

Code: 43323
Name: Social Causes Management: Social Marketing
Cycle: Master's Degree
ECTS Credits: 2.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2151 - Master's degree in Psychological Intervention in the Social Environment	Facultat de Psicologia i Logopèdia	1	First quarter, Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2151 - Master's degree in Psychological Intervention in the Social Environment	Psychological promotion of psychological, social and community welfare	COMPULSORY

COORDINATION

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SUMMARY

Social marketing can be understood as the design, implementation and care of programmes based on studies of citizens' needs and their quality of life, aimed at promoting their life satisfaction or influencing the acceptability of ideas and social causes, involving considerations of service planning, pricing, communication and distribution. The essential purpose of social marketing is to facilitate exchanges and social action efforts in programmes designed institutionally or by social associations, eliciting the desired response from the citizen. The well-known principle of exchange theory, which states that individuals and organisations try to maximise their benefits in their transactions with other individuals and organisations, is frequently used in the world of private companies. By contrast, it is not made explicit (at least as strongly as it is in the commercial sphere) in both public and non-profit organisations, yet it is of considerable and growing importance. It seems clear that citizens expect and want their personal benefits to increase as a result of their relationships with the services provided to them. Even if social institutions do not benefit financially, based on the effectiveness of their services, they count on the fulfilment of the profession and the development of their services. Even if the social institutions do not benefit financially, based on the effectiveness of their services, they count on the professional fulfilment and personal development of the technicians and specialists who



intervene to improve the social welfare.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

COMPETENCES / LEARNING OUTCOMES

2151 - Master's degree in Psychological Intervention in the Social Environment

Ser capaz de trabajar y de reconocer el carácter interdisciplinario que tiene la psicología de la intervención social con otras dimensiones y servicios del sistema social (educativa, sanitaria, política, etc.)

DESCRIPTION OF CONTENTS

1. Conceptual foundations of social marketing

Concept of marketing and related concepts
Acceptions of marketing
Singularities of social marketing
Main areas of marketing application

2. Social marketing management and planning

Variables of social marketing management
Market segmentation
Strategies and actions of a social marketing programme
Difficulties in social marketing management
Planning, design, implementation, evaluation and dissemination of social marketing programmes and campaigns
New tools in social marketing management

3. The social marketing plan

Definition of a social marketing plan
Purpose of a social marketing plan
Parts of a social marketing plan

4. Market research

Definition of market research
Purpose of market research



Parts of market research

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	7,50
Theoretical and practical classes	17,50
Total hours	25,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	16,00
Independent study and work	21,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	37,00

TEACHING METHODOLOGY

Face-to-face sessions. These consist of the presentation of the corresponding theoretical subject. This is the master lecture model that allows the teacher to present the most relevant aspects of each subject. Participation will be encouraged, as knowledge is offered. Likewise, in these face-to-face sessions, the student who will have worked independently on different theoretical and practical aspects related to the subjects studied, will be able to present and present their work in the classroom. Also in these face-to-face sessions, students will be able to carry out activities related to external internships and the Master's thesis.

Non-face-to-face sessions. The aim of these sessions is to encourage the construction of knowledge by the student. The activity may consist of a search for specialised documentary information, a contrasted and justified reflection on a specific topic, or the application of classroom knowledge.

Tutorials. The student has a large number of hours of tutorials in which the teacher guides the student individually or in small groups in the construction of their knowledge. He/she guides them in the preparation of assignments, resolves doubts or difficulties related to the subject. The Virtual Classroom forum is also available for consultation.

Complementary Activities. To complement the training of students with Conferences, Expert Panel, Seminar-workshops, Visits, Cineforum.

EVALUATION

1. Written examinations, including objective or semi-objective tests, problem solving, short answer tests, essay, case solving or other similar options. It represents 70% of the final grade of the course.



2. Preparation of reports of an applied or practical nature on the contents of the subject. This represents 30% of the final grade for the subject. The writing of the reports and papers must have a level corresponding to a university postgraduate course in order to be evaluated (spelling, grammar, semantics...). Handwritten reports will not be accepted.

3. Attendance to a minimum percentage of classes will be assessed as a prerequisite to be evaluated in the activities linked to these classes, because activities will be carried out in accordance with the condition of continuous assessment. These activities and the qualification derived from them will NOT be recoverable by means of other types of tests.

Minimum requirements. Minimum cut-off mark in the theoretical and practical assessment in order to be able to add the marks of both parts. Obtain, at least, a 5 out of 10 in the evaluation of theoretical contents (written exams) and practical contents (preparation of reports). If the grade is lower in any of these parts, the grade of the other evaluation systems will not be added, and only the grade of the theoretical content exam, or the grade of the practical report in the case of not taking the theoretical content exam, will be reflected in the minutes.

In order to obtain an Honours Degree, a minimum mark of 9 must be obtained. From this mark onwards, the decision to award an Honours Degree will depend on the teacher, who may establish an extra activity to obtain it as well as considering the work done throughout the course.

As established in Article 13. d) of the `University Student Statute; (RD 1791/2010, of 30 December), students must refrain from using or cooperating in the use of fraudulent procedures in assessment tests, in the work carried out or in official university documents. The teaching staff will check with the means available to the Universitat de València if plagiarism or total or partial copying has taken place. If it is detected, the student will be suspended from the subject and the disciplinary measures established in the current regulations will be initiated.

The qualification of the subject will be subject to the provisions of the Regulation of Evaluation and Qualification of the Universitat de València for Bachelor's and Master's degrees (ACGUV 108/2017 of 30 May 2017). http://www.uv.es/graus/normatives/2017_108_reglament_avaluacio_qualificacio.pdf

The use of AI or other technological supports in the different works must be duly justified and explained in the corresponding annex, the use of such tools without the inclusion of such explanation will result in the automatic failure of the activity in question.

The University's regulations on exams will be applicable.

REFERENCES

Basic References

Corbert, F. and Cuadrado, M. (2003). Marketing de las artes y la cultura. Barcelona: Ariel.



Cuadrado, M. and Berenguer, G. (2002). El consumo de servicios culturales. Madrid: ESIC.

Kotler, P. and Roberto, E. (1997). Marketing social. Madrid: Díaz de Santos.

Leal, A. (2000). Gestión del marketing social. Madrid: McGraw-Hill.

Moliner, M.A. (1998). Marketing social: La gestión de las causas sociales. Madrid: ESIC.

Quintanilla, I. (2008) Psicología del marketing social. Valencia: Promolibro.