



1. General information

Course: MARKETING FOR SOCIAL SERVICES**Type:** ELECTIVE**Degree:** 313 - UNDERGRADUATE DEGREE PROGRAMME IN SOCIAL WORK**Center:** 110 - FACULTY OF SOCIAL WORK OF CUENCA**Year:** Sin asignar**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 50346**ECTS credits:** 6**Academic year:** 2019-20**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** N**Bilingual:** N**Lecturer:** JUAN JOSE VILLANUEVA ALVARO - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
FACULTAD CIENCIAS SOCIALES/3.03	ADMINISTRACIÓN DE EMPRESAS	926053899	juanjose.villanueva@uclm.es	Lunes de 12:00 a 13:00 h. Martes de 10:00 a 13:00 h. Miércoles de 10:00 a 12:00 h.

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
CB03	Be able to gather and process relevant information (usually within their subject area) to give opinions, including reflections on relevant social, scientific or ethical issues.
CE01	Ability to assess in a collaborative way with individuals, families, groups, organizations and communities ¿through further global and inclusive point of view¿ their needs and circumstances.
CE05	Ability for the leadership, management, administration and coordination either public, private or third sector Social Care organizations.
CE06	Ability to apply and integrate knowledge about human needs and social policies in the study, diagnosis, planning, intervention and program evaluation into Social Care organizations.
CG01	Target students for communicative, interactive and team working skills acquisition.
CG06	Ability to gather critical approach on selection, knowledge management and use of ICTs.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

6. Units / Contents

Unit 1:
Unit 2:
Unit 3:
Unit 4:
Unit 5:
Unit 6:
Unit 7:
Unit 8:
Unit 9:
Unit 10:
Unit 11:

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	R	Description
Class Attendance (theory) [ON-SITE]	Lectures	CE01 CG06	1.6	40	N	-	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	CB03 CE05 CG06	0.8	20	Y	N	N	
Writing of reports or projects [OFF-SITE]	Group Work	CB03 CG01 CG06	0.8	20	Y	N	N	

Study and Exam Preparation [OFF-SITE]	Combination of methods	CE05 CG01	1.2	30	Y	N	N	
Study and Exam Preparation [OFF-SITE]	Self-study	CB03 CE06	1.6	40	N	-	-	
Total:			6	150				
Total credits of in-class work: 2.4			Total class time hours: 60					
Total credits of out of class work: 3.6			Total hours of out of class work: 90					

As: Assessable training activity

Com: Training activity of compulsory overcoming

R: Rescheduling training activity

8. Evaluation criteria and Grading System			
Evaluation System	Grading System		Description
	Face-to-Face	Self-Study Student	
Final test	50.00%	0.00%	
Assessment of problem solving and/or case studies	30.00%	0.00%	
Assessment of active participation	20.00%	0.00%	
Total:	100.00%	0.00%	

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	40
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Writing of reports or projects [AUTÓNOMA][Group Work]	20
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	30
Study and Exam Preparation [AUTÓNOMA][Self-study]	40
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	40
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Writing of reports or projects [AUTÓNOMA][Group Work]	20
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	30
Study and Exam Preparation [AUTÓNOMA][Self-study]	40
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Grande, I.	Marketing de los servicios sociales	Síntesis	Madrid	978-84-975-6023-8	2002	
Hasting, G.	Social marketing	Butterworth-Heinemann	Oxford	978-0-7506-8350-0	2007	
Lee, N. and Kotler, P.	Social marketing: influencing behaviors for good	SAGE Publications	London	978-1-4129-8149-1	2011	
Membibre Saavedra, P.	Marketing y comunicación en los servicios sociales	Editorial Grupo 5		978-84-937-7306-9	2012	
Moliner, M.A.	Marketing social. La gestión de las causas sociales	ESIC	Madrid	978-84-735-6179-2	1998	
Pérez, L.A.	Marketing social: teoría y práctica	Pearson Prentice-Hall	Madrid	978-970-26-0541-5	2006	
Rebassa, B.	Marketing social	Pirámide	Madrid	978-84-368-1347-0	2000	