

Public Marketing

Syllabus

Leadership undergraduate program

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Course description

The public marketing course is constructed as an initial course on why and how to use marketing in public organizations. Public marketing is somewhat a new field of study in the public sector, although principles of marketing are frequently used in administrative work. The main focus of the course will be on getting students to understand the rationales behind the use of marketing in public organizations and make use of marketing tools and instruments for developing viable marketing strategies. In order to do this we will go through basic concepts of marketing (marketing mix, market segmentation, target group, marketing management, marketing relations, stakeholders) while at the same time learn to use them through actual practice. In the end students will have to prove not only that they understand public marketing instruments but they are also able to apply them in a marketing strategy.

Course Objectives

The general goal of the course is to create a comprehensive understanding of why and how marketing works inside public organizations.

By the end of the semester, students should be able to:

- Develop a clear understanding of what marketing is, why it is useful for public sector organizations and what are the main theoretical concepts
- Develop critical thinking
- Be able to translate marketing ideas and concepts into marketing plans and marketing strategy
- Develop "empathy and responsiveness" for your audience
- Be able to make use of analysis tools like: stakeholder analysis, needs analysis, market segmentation
- Be able to develop a viable marketing strategy for a "public" product
- Enjoy themselves while doing all the above

Textbooks and reading materials

The main textbooks for this course are the following

- Kotler P., Lee N., *Marketing in the Public Sector: A Roadmap for Improved Performance*, 1st ed., Wharton School Publishing, 2007
- Proctor T., *Public Sector Marketing*, Essex: Prentice Hall, 2007
- Chapman D., Cowdell T., *New Public Sector Marketing*, Essex: Prentice Hall, 1998
- Martial, Pasquier, Villeneuve, Jean-Patrick., *Marketing Management and Communications in the Public Sector*, Routledge, 2012.

Besides these texts, specific articles on the subjects discussed will be given by the instructor for each class.

Reading materials given for each class are mandatory!

Course Schedule

1. Introductory course. Course requirements and expectations. Evaluation methods
2. The concept of marketing
3. Marketing in the public sector. Relevance and utility
4. Stakeholder approach to marketing. Stakeholder analysis. Relationship marketing. Strategic Partnerships and networking
5. Marketing research and market segmentation
6. Marketing mix 1: product
7. Marketing mix 2: price
8. Marketing Mix 3: place
9. Marketing mix 4: promotion. Branding and brand image
10. Evaluation methods. Customer services.
11. The marketing planning process. Developing and implementing marketing strategies

Course methods and requirements

Every week, subjects scheduled for discussion will be briefly presented by the instructor and related to the general subject of public marketing. A major portion of the class will be devoted to discussions and debates between students based on the readings and information given previously. **Coming to class means coming prepared and actively participating!**

Attendance and participation is expected for the full semester. **Minimum attendance of 75% is mandatory for the seminar in order to enter the final exam.** Readings and assignments given out in the class are compulsory. In order to be graded assignments have to be turned in before de specified deadline. **Late assignments will not be taken into consideration.**

Grading and evaluation

The final grade for this class will be calculated in the following manner

Grade	%	Observations
Seminar	50%	Marketing campaign written assignment. Students will write a marketing strategy and will submit and do a presentation of the paper. There will be 3 intermediary evaluations (30%) for project progress and the final project (20%); the deadlines for this will be announced on Moodle.

Course	50%	Final written exam. Open questions, case studies
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Seminar final paper - Marketing campaign

The final assignment for the course is developing a full marketing strategy for a public "product". You can choose between large strategies designed for an entire organization or strategies focused on promoting a specific "product". The goal is to show that you know the basic steps for developing a marketing strategy and you are capable of applying the concepts learned during the semester in a practical situation.

List of possible topics for final assignment –Public Marketing

1. Anti-smoking campaign
2. Encouraging bicycling/use of bikes
3. Healthy food/healthy living/healthy lifestyles/Public health campaigns
4. Marketing strategy for local public transportation
5. Road safety. Safe driving
6. Integration of disadvantaged groups/Social inclusion campaigns
7. Eco friendly homes/sustainable homes
8. Recycling
9. Campaign against substance abuse (ethnobotanice)
10. Anti-discrimination campaign (Roma, sexual minorities, religious minorities, ethnic minorities)
11. Convincing people to vote
12. Read more. Be smart!

Any other proposals need to be approved by the course instructor.

Your marketing campaign should include the following steps:

1. **Describing the problem and analyzing the situation** – Marketing is about creating value and delivering it to the market. In order to create a marketing plan you have to identify a core need in the market and then try to satisfy it – this is called the "problem" that you are trying to solve. Problem description refers to offering sufficient amount of data and strong arguments that the situation as it stands now, needs to change. This should also include potential challenges that you may face in order to change the situation.
2. **Situation analysis** – a series of data based analysis regarding the present state of things. The situation analysis should include:
 - 2.1 Short description of the current state of things using empirical evidence to support the need for an intervention
 - 2.2 Stakeholder analysis - Analysis of the external environment is essential to identify key stakeholders and to assess the degree and direction of their current activity and influence

2.3 2.3 Competition: Direct and Indirect (what would the project/campaign compete against)

2.4 Past or similar efforts: activities, results, and lessons learned (Homel, Carrol, 2009) - how can we use previous efforts to make our campaign better

3. Marketing objectives and goals – what you intend to do in order to correct the problem.

- General objective of the program
- Objectives and Goals - intended results that are quantifiable, measurable, and specific (e.g., increases in utilization of services, participation levels, product sales, behavior change, compliance levels, market share, customer satisfaction, customer loyalty)

4. Target audience – who is your target group? Your target group should be defined as clear as possible and should have a clear profile. This means doing a market segmentation, segment profiling (demographics, geographic, behaviors, psychographics, size, readiness to buy/access) and benefits and barriers for each group/segment. Identify your target market, describing how your offering will meet the needs of the consumer better than the competition does. List the expectations consumers have for your type of product. Identify the segment of the market that will benefit from your product and area of expertise.

5. Marketing Mix –

- **Product** – What are you going to offer to the target audience that is considered of value (you have to include information about the Core, Actual, and Augmented product). After this stage it should be very clear what need you are responding to with your product and why your target audience values this. Remember to describe the marketplace rationale for the differences between your product and a competitors. Elements like quality, price, new ideas/approaches, and how your product appeals to a specific customer base are extremely important to consider. Be specific about how your product/service improves upon those already existing situation.
- **Price** - Monetary and nonmonetary incentives and disincentives. Please specify clearly how you are going to use this four instruments to get the target audience to “use” your product (convince them to display the desired behavior). Do not forget about pricing strategies - list strategies you plan to use, such as providing a “discount” or increasing costs for undesirable behaviors.
- **Place (or location)** - How, when, and where your “product” is going to be accessed –distribution channels. Keep in mind concepts like convenience, ease of use and link this with target audience profile. Make sure you take into consideration how your target audience is accessing your product and whether this facilitates consumption
- **Promotion** - Key messages, messengers, and communication channels. Promotion is all about delivering your message. What you want your audience to know, what you want them to believe and then how you want them to act. Remember a key principle for a successful message: Keep it simple stupid. Finally keep in mind when choosing your communication channels the following (Homel, Carrol, 2009, p. 3): “ doing a communication channel analysis means analyzing the range of potential options for effectively reaching and engaging with the designated target audience. It should consider the broader lifestyle factors and other relevant behavioral practices related

to the desired outcome. This ensures the strategy developed in the next step is guided by a thorough understanding of the most effective and efficient means of engaging with the target audience to communicate in a personally relevant way”.

6. Short Implementation plan

The formulation of a marketing plan is critical as it provides the opportunity to synthesize the body of strategic information as well as establishing the blueprint for action with clear roles and responsibilities, timelines and budgets. Make sure you describe how you plan to implement your campaign (remember to put everything in a time frame and make the plan realistic). The best test for this is> if somebody reads it, would they understand what you want to do? If yes, you are good to go, if no, you need to still work on it

7. Evaluation Plan

You will have to describe exactly how you plan to do the evaluation referring to

- 7.1 Purpose and audience for evaluation
- 7.2 What will be measured: output, outcome, and impact measures
- 7.3 How they will be measured
- 7.4 When they will be measured

Academic Integrity

The Faculty and the Public Administration Department expect a high level of responsibility and academic honesty from its students in all activities during the enrollment in our programs. Try to keep in mind that the value of a degree is also dependent on the quality and integrity of the work done by the student during the program. Thus, any kind of academic dishonesty will not be tolerated and students will automatically fail this class if found in such a situation with the option to be proposed for expulsion.

As a general rule, academic dishonesty involves any of the following: cheating, plagiarism (from any source) and falsifying academic records.

Plagiarism

Plagiarism will not be tolerated, University and Faculty rules regarding this matter will be enforced. Please read the [FSPAC code of Ethics](#).