



Anexo 8.3



Programa Condensado y Calendario del Curso

Learning Unit: (ACFP IV) Marketing Policy	Last update: July 2016
Major: Political Science and Public Administration	Plan: 401
Semester: 7th	Credits: 4

Week	Subject	Activities, homework, exams	Bibliography
1	The importance of the public image	Comparison chart should identify the different types of Image (personal, institutional, subordinate, physical, professional, visual, environmental)	Gordoa, Víctor, El Poder De La Imagen Pública
2	Engineering in public image	Exposure and control reporting of reading on the subject of the week	Gordoa, Víctor, El Poder De La Imagen Pública
3	Physical, occupational and verbal image	Exposure and control reporting of reading on the subject of the week	Gordoa, Víctor, El Poder De La Imagen Pública
4	Visual, audiovisual and environmental image	Exposure control and reporting reading on the topic of the week in English Requirement A: Document "Political marketing-vive la difference!" file: /// C: / Users / FACPYAP / Downloads / 0046352c1373ed797b000000.pdf	Gordoa, Víctor, El Poder De La Imagen Pública
5	The communication on governmental functions "Defining the image to be projected"	Conceptual map showing the different stages of the electoral process and its relationship with political marketing (application of first partial examination)	Fernández Collado, Carlos;Hernández Sampieri, Roberto,Marketing Electoral E Imagen De Gobierno En Funciones



Anexo 8.3



Programa Condensado y Calendario del Curso

6	The communication governmental functions "promotion of the desired image in the mass media in function of government"	Elaboration of an initial plan of internal and external marketing	Fernández Collado, Carlos;Hernández Sampieri, Roberto,Marketing Electoral E Imagen De Gobierno En Funciones
7	The communication governmental functions "Marketing image for the government"	Elaboration of a strategy for issuing statements in the mass communication media	The construction of the Public Image from Web pages: A semiotic analysis of two local governments. By: Mr. Oscar Fernando Nino Romero. Http://Www.Razonypalabra.Org.Mx/N/N66/Varia/Ofnromero.Pdf
8	The communication governmental functions "Studies of quality care to citizens"	Control reading about the quality of care to citizenship and political culture	The construction of the Public Image from Web pages: A semiotic analysis of two local governments. By: Mr. Oscar Fernando Nino Romero. Http://Www.Razonypalabra.Org.Mx/N/N66/Varia/Ofnromero.Pdf
9	Social Marketing	Concept and importance, lecture control. Requirement B: Document "Defining Social Marketing " http://www.sagepub.com/upm-data/43373_1.pdf	Social Marketing. Lic. Adriana castle Jimenez
10	Social marketing strategy	Social effects of a social marketing strategy, brief essay	Social Marketing. Lic. Adriana castle Jimenez



Anexo 8.3



Programa Condensado y Calendario del Curso

11	Introduction, product, price, promotion, distribution channels, registration system, direct system (home service).	Elaboration of listing of the stages that integrates a social marketing strategy.	Social Marketing. Lic. Adriana castle Jimenez Marketing manual in social health, SSA Mexico.
12	Development of a model of social marketing, Introduction	Control of lecture about a model of social marketing, introduction, product, price, promotion, distribution channels, registration system, direct system (home service).	Social Marketing. Lic. Adriana castle Jimenez Marketing manual in social health, SSA Mexico.
13	Model example of social marketing	Elaboration of scheme of social marketing model for family planning.	Social Marketing. Lic. Adriana castle Jimenez Marketing manual in social health, SSA Mexico.
14	Use the knowledge gained to make the integrator product of learning.	Integrator product: Designing the image of officials in accordance with the strategies warranted, in order to apply it to a case study, preferably of the entity. Which resides	Reference texts
15	Application of final exam	N/A	N/A
16	Upload grades to SIASE of First Opportunity according to the calendar	N/A	N/A



Anexo 8.3



Programa Condensado y Calendario del Curso

17	Counseling for second opportunity	Tutorship	N/A
18	Second opportunity	Second chance	N/A
19	Second opportunity	Second chance	N/A
20	Grades of Second Opportunity will be in SIASE and reviews	N/A	N/A

ACTIVITIES FOR STUDENT

Evidence 1= 10%

Comparison chart should identify the different types of Image (personal, institutional, subordinate, physical, professional, visual, environmental)

Evidence 2= 10%

CONCEPTUAL MAP: Design strategies electoral campaigns and political parties, by knowledge of electoral processes and political marketing to carry out processes governmental and legislative renewal.

• Evidence 3 = 10%

TEST: Image Design of officers under warrant the strategies with the intended to apply in a case study, preferably of the entity in which they reside

• Test 1 = 15%

• Test 2 = 15%

• Integrator Product = 30%

ESSAY: Analysis of a political scenario in order to create a consistent campaign with it.

Ethics and values = 10%

• Only three evidences will be requested, the remaining activities were taken as requirements (unrated but mandatory) integrator product, if the student did not report any activity cannot deliver the product integrator.



Anexo 8.3



Programa Condensado y Calendario del Curso

• The English are mandatory requirements without scoring, the non-delivery of one of them will not allow the delivery of the product integrator.

Requirement A: After the reading of the document, make a conceptual map where the most important ideas of the document focus.

Requirement B: After the reading of the document, written on a sheet of paper the main ideas of the document.

BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

BAENA PÁEZ, Guillermina, (1997), Credibilidad política y marketing mix. Ed. Mc Graw-Hill. GORDOA, Víctor, (1999), El poder de la imagen pública, EDAMEX, México.

COMPLEMENTARY BIBLIOGRAPHY

FERNÁNDEZ COLLADO, Carlos; HERNÁNDEZ SAMPIERI, Roberto. (2000), Marketing electoral e imagen de gobierno en funciones. (Págs. 93 a130), Ed. Mc Graw-Hill, México.

NAMAKFOROOSH, Mohammad Naghi, (1985), Mercadotecnia social, Ed. Limusa, México. VARGAS, Gaby, (1998), La imagen del éxito (Prólogo de Germán Dehesa), Ed. Mc Graw Hill. DEUTSCH, Karl, (1971), Los nervios del gobierno, Ed. Paidós, Argentina.

HOMS, Ricardo, (2000), Estrategias de marketing político. Técnicas y secretos de los grandes líderes, Ed. Ariel, México.

RIES, Al; TROUT, Jack, (1986), Posicionamiento, Ed. Mc Graw-Hill, México. LUQUE, Teodoro, (1999), Marketing político, Ed. Ariel, México.

BARRANCO, Francisco Javier, (1994), Técnicas de marketing político, Ed. REI , México. MAAREK, Philippe J., (1997) Marketing político y comunicación, Ed. Paidós , México.

Fuentes Electrónicas: 05/12/10

La construcción de la Imagen Pública desde las páginas web: Un Análisis Semiótico de Dos Gobiernos Locales.