



TEACHING GUIDE - 2025-2026

Social Marketing

UGRA_015680

Departments	Department of Marketing
Teaching Languages	English and Spanish
ECTS	4
Teacher responsible	Marta Gabarro Sust - marta.gabarro@esade.edu

Course Goals

This course is designed to provide a transformative learning experience through the Service Learning methodology, which combines academic instruction with meaningful collaboration with a social organization.

A meaningful takeaway from this experience is that the work is carried out in a team. Therefore, students gain valuable insights into teamwork and collaboration—often with multidisciplinary and culturally diverse teams—which is increasingly essential in today's interconnected world.

By the end of the course, students will be able to:

Apply and integrate marketing knowledge in a real-world context.

Leverage concepts and tools acquired in previous marketing courses to design, implement, and evaluate a real marketing project. Students will work on a real challenge provided by a social or environmental organization, aiming to deliver measurable results and social impact.

Collaborate in teams under professional mentorship.

Work in teams, guided by the course instructor, to create a marketing plan tailored to the needs of a nonprofit organization. This may include conducting research, developing strategy, executing actions, and presenting outcomes to the partner entity.

Understand and apply market orientation across sectors.

Explore how market orientation—a focus on understanding and responding to stakeholder needs—can be effectively applied not only in commercial settings but also in the nonprofit and social innovation sectors.

Develop civic and professional competencies through Service Learning.

Engage directly with a social cause, enhancing empathy, critical thinking, and a sense of responsibility. Students will reflect on their role as marketers and citizens, and how marketing can be a tool for positive change.

Previous knowledge

To participate in this subject, it is recommended but not essential to have taken a basic Marketing subject, which allows you to work on market orientation concepts and marketing plans (strategic and operational marketing).

Prerequisites

Esta es una asignatura optativa especial, diseñada para estudiantes genuinamente motivados a crear valor real mediante la colaboración con organizaciones externas. Lo que distingue a este curso es su base en la metodología de Aprendizaje-Servicio, un enfoque educativo de alto impacto que combina el aprendizaje académico con el servicio en contextos reales.

Esto significa que no solo se espera que los estudiantes dominen conceptos de marketing, sino que también los apliquen de manera que generen un impacto social o medioambiental tangible.

El Aprendizaje-Servicio hace que este curso sea más intenso y exigente que una optativa tradicional. Requiere un alto nivel de compromiso, una verdadera disposición a servir y la capacidad de desenvolverse en contextos reales, a menudo impredecibles.

Requisitos clave:

- Alta dedicación de tiempo: Los estudiantes deben estar preparados para dedicar una cantidad significativa de tiempo fuera del aula para cumplir con las demandas del proyecto.
- Trabajo de campo: Puede ser necesario visitar a la organización colaboradora fuera del horario de clase.
- Interacción con el mundo real: Los estudiantes colaborarán directamente con gestores y profesionales de la organización.

Si no estás preparado para comprometerte plenamente con estas expectativas, se recomienda encarecidamente no inscribirse en este curso.

Teaching methodology

Este curso está estructurado en torno a la metodología de Aprendizaje-Servicio, una práctica educativa de alto impacto que integra el aprendizaje académico con un servicio comunitario significativo. Este enfoque amplía la comprensión de los estudiantes sobre problemáticas reales más allá de su propia realidad y fomenta un mayor sentido de responsabilidad social.

En esta optativa, los estudiantes colaborarán directamente con una organización para abordar un desafío real de marketing. A lo largo de este proceso, aplicarán conocimientos teóricos en un entorno práctico, al mismo tiempo que reflexionan críticamente sobre su experiencia.

Este doble enfoque—acción y reflexión—es lo que distingue al Aprendizaje-

Servicio de otros métodos experienciales.

Impacto del Aprendizaje-Servicio:

El uso del Aprendizaje-Servicio en este curso ofrece una experiencia educativa transformadora con múltiples beneficios:

- Aprendizaje aplicado: Los estudiantes adquieren experiencia práctica al aplicar conceptos de marketing a desafíos reales, profundizando su comprensión a través de la acción.
- Conciencia del impacto social: El trabajo cercano con organizaciones con propósito fortalece el sentido de responsabilidad, empatía y conciencia sobre causas sociales y medioambientales.
- Crecimiento personal: Los estudiantes desarrollan una mayor sensibilidad hacia las necesidades sociales y una comprensión más matizada de cómo el marketing puede ser una fuerza para el bien.
- Creación de valor mutuo: La colaboración beneficia a ambas partes: los estudiantes aprenden haciendo, mientras que las organizaciones reciben perspectivas frescas y apoyo estratégico.

Esta metodología no solo enriquece el aprendizaje académico, sino que también impulsa a los estudiantes a verse a sí mismos como agentes de cambio.

Description

Course contribution to program

This course makes several unique contributions to the program:

- Consolidate the basic Marketing concepts through their application in the still not highly developed social area and, consequently, where process innovations are especially relevant.
- Validate that management concepts such as market orientation are still valid for private organisations and any project (public, third sector and social) that attempts to achieve results by influencing behaviour.
- Use a unique learning methodology such as Service Learning, an internationally recognised, widely-used and prestigious tool not only for the possibility of consolidating the learning process through a unique experience but also for the growing curricular value that community service has.

Short description

This course applies the Service Learning methodology, an internationally recognized and prestigious approach, based on the experiential technique of learning by doing. In this case, a real management experience offers students

the opportunity to apply the marketing techniques and processes studied in class to a social reality. The final result is doubly valuable: it allows students to achieve their learning objectives while simultaneously providing a valuable service to society.

Bibliography

kotler P, & N. Lee, Social Marketing: influencing behaviours for good, Sage publications (Book)

Activities

Projects with companies and consulting projects
the students will work for a non profit organisation (NGO) in a challenge proposed by the NGO and it will involve the creation of a marketing plan and the execution plan.

Content

#	Topic
1	In each session, teams will work to resolve the challenge posed by the NGO. We will work on the objectives, benchmark, market research, strategy and action plan until the final execution and measurement of the results. It will end with the final presentation to the NGO.

Assessment

Tool	Assessment tool	Category	Weight %
Participation in program activities	Teacher evaluation: attendance, participation, attitude, involvement, implication, knowledge	Retake and ordinary round	30.00%
Teamwork with companies or other organizations	Final Presentation	Retake and ordinary round	25.00%
Individual or team exercises	Objectives achievement	Retake and ordinary round	20.00%
Participation in program activities	Development and Implementation of strategic and tactic plan	Retake and ordinary round	25.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 4 (Optative)
GBD20 Year 5 (Optative)