

BUS A187: NOT FOR PROFIT MARKETING

Item	Value
Curriculum Committee Approval Date	02/28/2018
Top Code	050900 - Marketing and Distribution
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

DA survey of the major marketing and branding topics especially for Not-for-Profit entities and new to mid-level professionals. Explores external communications, message development, and conveying the message and mission of the Not-for-Profit. Topics will include communication across a variety of platforms, social and digital media, public events, and one-on-one networking, and fundraising. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop an integrated and coordinated marketing mix strategy for a Not-for-Profit organization using the set of tactical marketing tools - product, price, place, and promotion.
2. Prepare a mission driven, market targeting strategy for a Not-for-Profit organization using geographic, demographic, psychographic and behavioral segmentation variables.

Course Objectives

- 1. Define the terms and vocabulary relative to marketing and its functions in a Not-for-Profit organization.
- 2. Explain the functions of marketing and the principles of marketing management in Not-for-Profit and For-Profit organizations.
- 3. Apply the functions of marketing by developing a marketing strategy that includes segmentation of the mission/program concept and designing the appropriate marketing mixes.
- 4. Apply the functions of marketing management and understand how marketers manage demand and build support relationships for the Not-for-Profit organization.
- 5. Identify major trends in the Not-for-Profit natural and technological environments.
- 6. Describe the adoption and diffusion process for new programs/ services, volunteer recruitment, and fundraising innovations.
- 7. Identify the benefits of online and social media marketing to supporters and marketers and the ways marketers can conduct online and social media marketing.
- 8. Describe marketing techniques specific to federal and other grant-making organization applications, processes, and reporting requirements.

Lecture Content

Introduction to Not-for-Profit Organizations Organization/Legal structure of Not-for-Profits Types of Not-for-Profit entities and exemptions Importance of the Not-for-Profit sector Dimensions of Not-for-profit marketing and development Development versus Marketing: mission based and market driven Marketing in Not-for-Profit organizations Defining focus and scope of mission Strategies to achieve the mission Differentiation from organizations Core values Strategic market analysis and planning Developing a marketing plan Potential Areas of change that may affect planning Marketing planning and forecasting Organizational culture, values and approach to management impacts planning Global dimensions of marketing Understanding consumer behavior Quality and customer satisfaction Consumer behavior Motivating Board and staff Acquiring and using Marketing information Orientation of Not-for-Profits Market research process Marketing information systems Strategic objectives to achieve the mission Segmentation Targeting Positioning Unique value proposition Branding Brands, brand names, and brand quality Social Cause Developing, Launching, and Managing the organizations offerings Not-for-Profit Marketing mix Optimal use of resources Marketing cycle Development Managing Not-for-Profit offers Communication strategies Advertising Public relations i >Social media Promotion Direct Marketing Marketing materials Differentiation for each market Focus on core competencies Generating Funds Online fundraising Grant search, applications, and reporting Strategic approaches to accepting major gifts Traditional tactics for Major-Gift Fund raising Special events Legal and ethical aspects of fundraising Marketing to donors, volunteers, and boards Managerial issues Ethical issues – transparency and accountability Volunteers Advisory Boards Marketing Strategies Controlling Organizing Implementation Marketing Evaluation, Monitoring, and Control Social Marketing Changing public behavior Social marketing plan Involvement of the business sector i

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture including handouts, PowerPoints slides, text readings, problems application and discussion important concepts. Written assignments in and out of class including problem solving and analysis Individual and group problem solving activities Current event readings and presentations Guest Speakers Internet assignments

Reading Assignments

Students will spend approximately 2 hours per week on reading: Materials from text and instructor provided resources Materials from Federal, State, and other regulatory agencies Case Studies Publications and articles

Writing Assignments

Student will spend approximately 2 hours per week on assignments including: Written exercises and essays that requires them to synthesize and apply new information and skills developed during the course. Written reports and projects.

Out-of-class Assignments

Student will spend approximately 2 hours per week on assignments including: Individual and Group written reports Short reports on current articles from various sources Case Problems/Discussion

questions Presentations on materials covered and research Cumulative assignments working towards a final term project

Demonstration of Critical Thinking

Quizzes and Exams on course content testing recall, comprehension, analysis and problem-solving skills Completing assignments manually, written assignments, group activities, and presentations to the class. Completion of marketing project

Required Writing, Problem Solving, Skills Demonstration

Completion of student projects Essay discussion questions prompting students to engage with material and reinforcing important content. Written projects

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Wymer,W., Knowles, P., Gomes, R.. Nonprofit Marketing, Marketing Management for Charitable and Nongovernmental Organizations, Most Recent ed. Sage Publishing, 2006 Rationale: Provide information for the course 2. Required Andreasen, A., Kotler, P.. Strategic Marketing for Non-Porift Organizations, 7th or later ed. Pearson, 2008 Rationale: To provide necessary material 3. Required Brinckerhoff, P. Mission-Based Maketing: Positioning Your Not-for-Profit in an Increasingly Competitive World, 3rd, or later ed. Wiley, 2010 Rationale: To provide necessary material

Other Resources

1. Internal Revenue Service publications, videos, and exempt organization newsletters California Attorney Generals Guide for Charities and website