

Marketing for Public and Nonprofit Agencies
PSC 511-B
Summer 2013

Instructor

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Course Objective

This course will introduce students to the basic concepts of marketing communications for public and nonprofit agencies. Objectives include arming students with a fundamental understanding and working knowledge of the marketing planning process and giving students the opportunity to incorporate these principles into practical application.

Students, working in teams, will select a local public or nonprofit agency for which to apply marketing principles and to prepare a marketing plan. Student teams will present plans to the class.

Course Approach

Classes will be seminar style with general discussion. In addition, guest panelists will address the class on various topics associated with marketing communications for public and nonprofit agencies, highlighting the practical application of course material.

Course Reading

Anderson, C. (2008). [*The Long Tail: Why the future of business is selling less of more*](#). New York: Hyperion.

Recommended Reading

Resnick, L. & Wilkinson, F. (2009). [*Rubies in the Orchard: How to uncover the hidden gems in your business*](#). New York: Doubleday.

Worth, M. J. (2012). [*Nonprofit Management: Principles and practice*](#) (2nd ed., pp. 242 - 264). Thousand Oaks, CA: Sage.

Grading – Graduate and Nonprofit Management Certificate Students

The final grade for this course will be based on the following.

Class participation and attendance: 20%

Marketing plan, written: 25%

Marketing plan, oral presentation: 25%

Needs statement: 10%

Book review: 10%

Article review: 10%

Grading – Undergraduate Students

Students enrolled for **undergraduate** credit are not required to complete the article review.

The final grade for this course will be based on the following.

Class participation and attendance: 20%

Marketing plan, written: 25%

Marketing plan, oral presentation: 25%

Needs statement: 15%

Book review: 15%

Class Participation and Attendance

Students are expected to attend all class sessions and actively participate. Grading will be heavily dependent upon your interaction with guest panelists and participation in class discussions.

Students who miss two class sessions will not be eligible to earn an “A” in the course. Students who miss three classes will not pass the course. If you have an emergency and must miss class, please contact the instructor as soon as possible. You are responsible for all course material.

Course Schedule

Class Date Wednesdays, 6:30 to 9:30pm	Class Topic	Class Assignments
May 15	<ul style="list-style-type: none"> • Introductions • Syllabus review • Lecture topic: branding and positioning • Marketing plan overview • Visual Explorer exercise 	<ul style="list-style-type: none"> • Prepare 2-3 questions for guest panelists for May 22 class: <i>marketing directors</i>
May 22	<ul style="list-style-type: none"> • Lecture topic: the marketing mix • Guest panel topic: <i>Nonprofit marketing from the perspective of the marketing director</i> • Marketing plan questions 	<ul style="list-style-type: none"> • Prepare 2-3 questions for guest panelists for May 29 class: <i>executive directors</i>
May 29	<ul style="list-style-type: none"> • Lecture topic: the marketing mix (continued) • Guest panel topic: <i>Nonprofit marketing from the perspective of the executive director</i> • Social media discussion 	<ul style="list-style-type: none"> • Needs statement due • Article review due (graduate and Nonprofit Management Certificate students only) • Prepare 2-3 questions for guest panelists for June 5 class: <i>social media experts</i>
June 5	<ul style="list-style-type: none"> • Lecture topic: social media • Guest panel topic: <i>Nonprofit marketing via social media</i> • Book discussion 	<ul style="list-style-type: none"> • Book review due
June 12	<ul style="list-style-type: none"> • Marketing plan, oral presentations 	<ul style="list-style-type: none"> • Marketing plan due, written and oral

Marketing Plan

Working in teams (3-5 students each), select a local public or nonprofit agency for which to prepare a marketing plan based on *The Marketing Process* from the Harvard Business School (graphic below). Each team member is expected to share equally in the workload, and you will receive a team grade. When selecting the public or nonprofit agency, the organization must employ at least five full-time staff. You are encouraged to share your final plan with the local public or nonprofit agency you selected.

This assignment represents 50% of the total course grade (25% written plan and 25% oral presentation). The written plan should be 10-15 pages in length. Include graphs or illustrations in an appendix. For the oral presentation, teams will be allocated 30 minutes (20 minute presentation, 10 minute Q&A), and must provide a printed set of PowerPoint slides (2 slides per page) to the instructor. Due date, written plan and oral presentation: June 12.

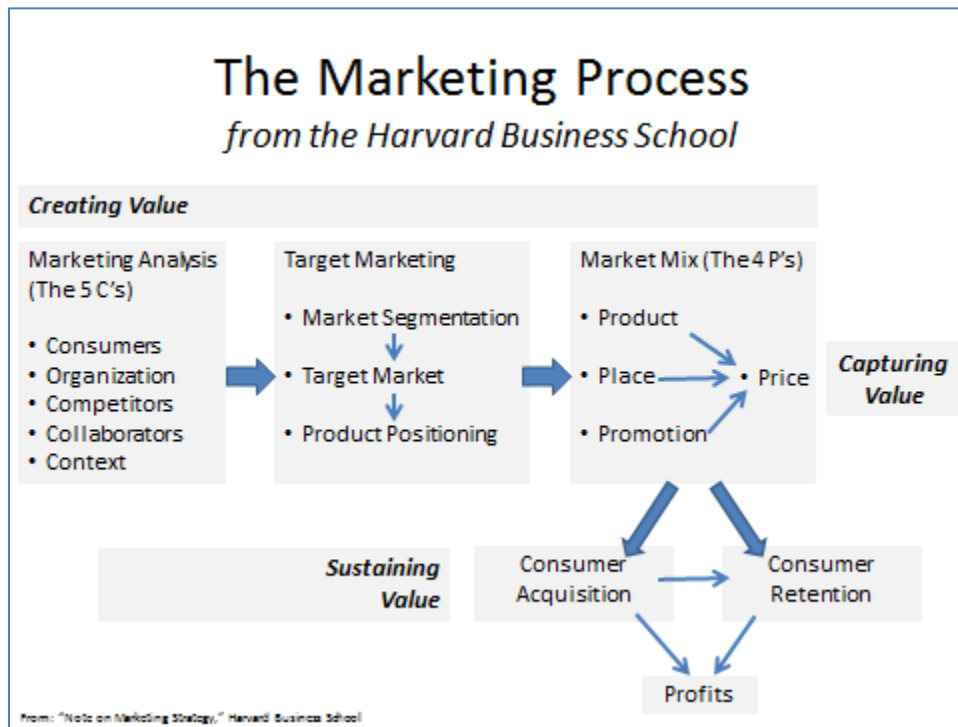
Written plan will be graded on the following:

- Organization of content
- Quality of expression and style

- Mechanics and grammar
- Appropriateness of the plan
- Incorporation of *The Marketing Process* from the Harvard Business School
- Use of Visual Explorer exercise
- Relevance to the agency

Oral presentation will be graded on the following:

- Content
- Presentation
- Relevance to the agency



Needs Statement

Each student (NOT each team) is required to write a two-page statement identifying the local public or nonprofit agency for which your team is preparing a marketing plan. The needs statement should include a brief description of the agency, the hurdles that it faces and what it hopes to achieve with a marketing plan. Due date: May 29.

Needs statement will be graded on the following:

- Organization of content
- Quality of expression and style
- Mechanics and grammar
- Relevance to the agency

Article Review

Select one of the following articles to read. Write a brief review (3-4 pages) of the article, highlighting how the key learnings apply to the nonprofit industry. Include insight into how the local public or nonprofit agency, for which your team is preparing a marketing plan, could benefit from reading this article. Due date: May 29, **for graduate and Nonprofit Management Certificate students only.**

Article review will be graded on the following:

- Organization of content
- Quality of expression and style
- Mechanics and grammar
- Relevance to course material

Berg, J. D., Matthews, J. M., & O'Hare, C.M. (2007). Measuring brand health to improve top-line growth (pp. 60-68). *MIT Sloan Management Review*, vol. 49, no. 1.

Blackbaud, Common Knowledge & NTEN (2012). *4th annual nonprofit social network benchmark report*. Retrieved from www.NonprofitSocialNetworkSurvey.com

Levitt, T. (2004). Marketing myopia. *Harvard Business Review*, July.

M+R Strategic Services & NTEN (2013). *eNonprofits benchmarks study: An analysis of online messaging, fundraising, advocacy, social media and mobile metrics for nonprofit organizations*. Retrieved from www.e-benchmarksstudy.com

Schroer, J. (1990). Ad spending: growing market share. *Harvard Business Review*, January-February.

Book Review and Discussion

Read [The Long Tail](#) and write a brief review (3-4 pages) of the book, highlighting how the key learnings from the publication apply to the nonprofit industry. Include insight into how the local public or nonprofit agency, for which your team is preparing a marketing plan, could benefit from reading this book. Be prepared to share your insights during class discussion. Due date, book review and class discussion: June 5.

Book review will be graded on the following:

- Organization of content
- Quality of expression and style
- Mechanics and grammar
- Relevance to course material