

# Marketing for Public and Nonprofit Agencies

## PSC 511-B

### 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, with an emphasis on social media.

Students, working in teams, will select a public or nonprofit agency for which to apply marketing principles and to prepare a social media strategy plan. Student teams are encouraged to present plans to the agencies after completing the class.

### Course Approach

The core class material is available online per instructions in Canvas. Students are required to read all online content, including embedded links, and the required reading noted below. Students are also expected to participate in class discussions on Twitter, where noted below.

### Required Reading

Landreth Grau, S. (2014). [\*Marketing for Nonprofit Organizations: Insights and innovation\*](#). Chicago: Lyceum Books, Inc.

Rohrs, J. (2014). [\*Audience: Marketing in the age of subscribers, fans & followers\*](#). Hoboken, New Jersey: John Wiley & Sons, Inc.

### Grading

Assignments turned in late may be docked 5 points.

All written assignments will be graded based on the following criteria:

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

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

### ***Certificate and graduate students***

Social media strategy plan: 45%  
Class icebreaker: 5%  
Brand essence exercise: 10%  
Case study and discussion: 20%  
Book review and discussion: 20%

### ***Undergraduate students***

Social media strategy plan: 50%  
Class icebreaker: 5%  
Brand essence exercise: 15%  
Book review and discussion: 30%

## **Class Discussions on Twitter**

Students are expected to participate in all class discussions as appropriate (undergraduates are not required to participate in the Planned Parenthood case study discussion).

These discussions will take place in the DISCUSSIONS section on Canvas and, where noted below, on Twitter. Students are required to post five (5) original comments, and must include the appropriate Twitter hashtags as noted for each assignment. Beyond this, retweeting from other sources is encouraged to enhance class learning.

An understanding of social media is crucial for public and nonprofit agencies to succeed in the marketplace. Should you have privacy concerns regarding Twitter, feel free to create a “fake” profile for this class and to delete your posts once the class has ended.

## **Social Media Strategy Plan**

Working in teams (3-5 students each), select a public or nonprofit agency for which to prepare a social media strategy plan based on *The Marketing Process* from the Harvard Business School (graphic below).

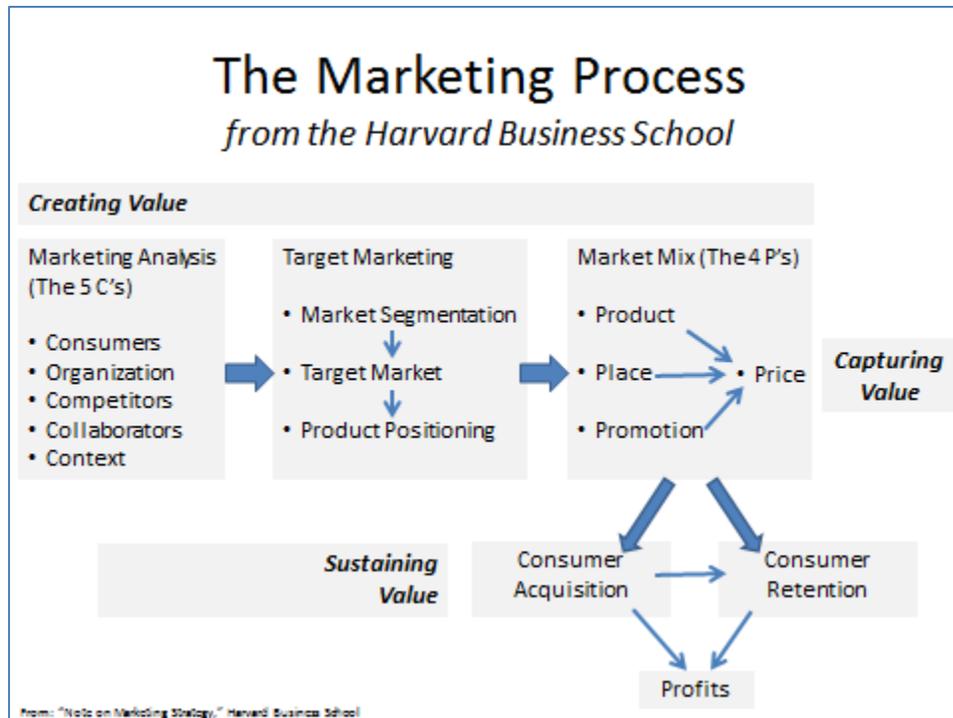
Instructions are detailed in the ASSIGNMENTS section on Canvas. Include observations from the Visual Explorer exercise where your team engaged agency staff to identify the hurdle that your team seeks to overcome using social media strategy. Your plan must include **at least three (3) references EACH** from the instructor’s online course material and the following required reading: [Marketing for Nonprofit Organizations](#) and [Audience](#).

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 (5) full-time staff. You are encouraged to share your final plan with the public or nonprofit agency you selected.

The plan should be 10-12 pages in length. Include graphs or illustrations in an appendix.

Plan will be graded on the following:

- Organization of content
- Quality of expression and style
- Mechanics and grammar
- Inclusion of class materials
- Incorporation of *The Marketing Process* from the Harvard Business School
- Observations from the Visual Explorer exercise
- Relevance to the agency



## Class Icebreaker

The purpose of this assignment is to enhance networking opportunities among students and to ease formation of teams to complete the team project (social media strategy plan).

Share five (5) facts about yourself in the DISCUSSIONS section on Canvas. Suggestions include:

- Your student status: undergraduate, graduate or Nonprofit Management Certificate
- Your focus of study if outside the public affairs or nonprofit realm
- Your involvement with any local public or nonprofit agency, such as employment/internship, volunteerism, advocacy, or Board membership

## **Brand Essence Exercise**

Create a Board on Pinterest entitled “Brand Essence.” Pin four (4) logos of for-profit corporations and four (4) logos of nonprofit organizations, including the public or nonprofit agency, for which your team is preparing a social media strategy plan. Each logo should hyperlink back to the entity’s website. On your Board, include the following for each entity: a description of the brand’s essence (what the brand stands for and its brand attributes) and note one tangible and intangible product. Read [Marketing for Nonprofit Organizations](#), and leverage it as a reference tool.

Share the URL of your Board on Twitter and in the DISCUSSIONS section on Canvas. Include these Twitter hashtags: **#PSC511B #MarketNGO #Brand**

An understanding of social media is crucial for public and nonprofit agencies to succeed in the marketplace. Should you have privacy concerns regarding Pinterest, feel free to create a “fake” profile for this class and to delete your Board once the class has ended.

## **Case Study: Planned Parenthood– *certificate and graduate students only***

Review the case resources included in the ASSIGNMENTS section on Canvas.

Write a brief paper (4-5 pages) explaining the social media strategy of Planned Parenthood. Evaluate the organization’s strategy and tactics compared to those employed by the public or nonprofit agency, for which your team is preparing a social media strategy plan. Address the current state of your organization’s social media strategy and how your organization can improve its strategy and tactics based on a review of Planned Parenthood’s best practices.

In addition, post five (5) insights from the case study on Twitter and in the DISCUSSIONS section on Canvas. Include these Twitter hashtags: **#PSC511B #MarketNGO #Strategy**

## **Book Review**

Read [Audience](#) and write an analysis of how key concepts apply to the nonprofit industry. Include an analysis of the public or nonprofit agency, for which your team is preparing a social media strategy plan, addressing the current state of the organization’s paid, owned and earned media assets and how the organization can increase its share of seekers, amplifiers and joiners.

In addition, post five (5) insights from the book on Twitter and in the DISCUSSIONS section on Canvas. Include these Twitter hashtags: **#PSC511B #MarketNGO #Audience**