

Marketing for Public and Nonprofit Agencies PSC 511-B Syllabus 2016

Instructor

Ginny Olson

LinkedIn Profile: www.linkedin.com/pub/Ginny-Olson/a/b77/1b7

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

Olson, G. (2012). *Marketing for Public and Nonprofit Agencies*. UNC-Greensboro course: PSC-511B.

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%

Planned Parenthood 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, 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

Per the detailed instructions in the ASSIGNMENTS section on Canvas, and working in self-selected teams of 2-4 students, choose a public or nonprofit agency for which to prepare a social media strategy plan based on *The Marketing Process* from the Harvard Business School. Each team member is expected to share equally in the workload, and you will receive a team grade.

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](#).

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). Per the detailed instructions in the ASSIGNMENTS section on Canvas, share five (5) facts about yourself in the DISCUSSIONS section on Canvas.

Brand Essence Exercise

Per the detailed instructions in the ASSIGNMENTS section on Canvas, create a Board on Pinterest entitled “Brand Essence” to explore the brand attributes for for-profit corporations and nonprofit organizations. 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*

Refer to the case materials in the FILES section on Canvas.

Per the detailed instructions in the ASSIGNMENTS section on Canvas, write a brief paper explaining the social media strategy of Planned Parenthood. Evaluate the organization’s strategy and tactics compared to another 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

Per the detailed instructions in the ASSIGNMENTS section on Canvas, 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**