



**DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION
COURSE OUTLINE – FALL 2020**

BA 2100 A2– Not-for-Profit Marketing and Public Relations (3-0-0) 45 Hours for 15 Weeks

INSTRUCTOR: Breianne Renyk **PHONE:** 780-539-2093
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OFFICE HOURS: By Zoom Appointment Only

CALENDAR DESCRIPTION:

This course applies the basic marketing principles and practices to the operation of a Not-for-Profit Organization. Concepts covered include: forming a board, feasibility, management, the business plan, volunteer organization, lean marketing, business ethics, sponsorships, and fund raising. The course also explores the principles and practices of Public Relations as they apply to both the profit and not-for-profit sectors. Students participate in projects where they apply skills and knowledge learned in the course.

PREREQUISITE(S)/COREQUISITE: BA1090

REQUIRED TEXT/RESOURCE MATERIALS:

Instructor will provide students with Open Education Resources and supplemental items, therefore, no textbook is required for this class, but students will be expected to download and actively use these instructor-provided resources.

CREDIT/CONTACT HOURS:

BA2100 consists of two eighty minute classes per week. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

FALL 2020 DELIVERY: Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca. Remote delivery is synchronous and follows the published timetable. For each topic, there will be a virtual lecture/discussion, and it is expected that the student will participate as though they were in a live lecture class. Relevant textbook readings and online exercises will be assigned to test the student's knowledge, understanding and application of the material.

COURSE OBJECTIVES:

- Gain an understanding of the broad meaning of philanthropy.
- Increase an understanding of the Canadian non-profit and charitable sector, including emerging trends facing the sector nationally and internationally.

- Demonstrate competency for analyzing information, report writing, research and developing strategies within the context of marketing and public relations and the Non-profit Organization (NPO) sector.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

- To gain an appreciation of the scope and breadth of the NPO sector.
- To apply concepts and tools to the operation of an NPO.
- To gain a working knowledge of fund raising methods and related legislation.
- To gain a working knowledge of the management of volunteers.
- To increase practical skills and knowledge by developing a report for an NPO concerning a marketing or public relations opportunity or challenge.

TRANSFERABILITY:

King’s University: BUS 3xx (3)	MacEwan University: MARK 3xx (3)
University of Lethbridge: MGT 3710 (3)	(updated August 2020 from Transfer AB)

*Warning: Although we strive to make the transferability information in this document up-to-date and accurate, the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities. Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

* Note that, in many cases, a grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

EVALUATIONS:

Assignment #1	10%
Assignment #2	10%
Assignment #3	15%
Quizzes	10%
Final Project	25%
Final Exam	30%
Total	100%

The final exam will be scheduled by the registrar’s office during the period December 11 - 19, 2020, so do not make plans during this time period. Dates for assignments, quizzes, and projects will be announced in class as required during the semester.

GRADING CRITERIA:

Grades will be assigned on a Letter Grading System using the following chart. Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade		4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+		4.0	90-100	C+	2.3	67-69
A		4.0	85-89	C	2.0	63-66
A-		3.7	80-84	C-	1.7	60-62
B+		3.3	77-79	D+	1.3	55-59
B		3.0	73-76	D	1.0	50-54
B-		2.7	70-72	F	0.0	00-49

STUDENT RESPONSIBILITIES:

Attendance

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence. Students with absences in excess of 6 classes may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

Time Management

The expectation for this course is that students read the material and attempt the exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so students are encouraged to plan their schedule accordingly. It is difficult for students to catch up once they fall behind schedule. Late assignments, if accepted, will have a 10% per-day late penalty applied to the assignment grade, to a maximum of 3 days. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.

Electronics

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of site.

It is expected that you follow the request of the instructor regarding your video and audio while in Zoom; be prepared to be on video and have your audio on for the duration of your scheduled classes. This requires proper attire, an area with minimal noise, adequate lighting, and reliable technology/internet connection. Please do not use your cellular phones for accessing Zoom in case you are required to show your screen or follow along with course instruction.

Recording

Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

****Note:** all Academic and Administrative policies are available on the same page.

Plagiarism:

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- The work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- Students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Your instructor will use online plagiarism detection services. When students submit materials for course work, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

Cheating:

Cheating on tests, examinations, assignments, exercises, and anything else related to the course includes, but is not limited to, the following:

- Dishonest or attempted dishonest conduct such as speaking to other students or communicating with them under any circumstances whatsoever
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- Writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- Leaving answer papers exposed to view, or any attempts to read other students' examination papers

- Tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- Absolutely no examination materials may be removed from the examination room. All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.

Please note, working in study groups is an efficient and effective way for students to learn, however; each student must submit his/her own original work. Duplication of one assignment for the whole group is considered plagiarism and will result in a grade of zero for all students involved.