



# Grande Prairie Regional College

**Department: Business Administration and Commerce**

## COURSE OUTLINE – WINTER 2011

### BA 2100 3(3-0-0) – Not-for-Profit Marketing

**Instructor** David Westcott  
**Office** TBD  
**Office Hours** By appointment

**Phone** (780) 832-9194 (home)  
**E-mail** [dwestcott@gprc.ab.ca](mailto:dwestcott@gprc.ab.ca)

---

#### **Prerequisite:**

BA 1090 – Introduction to Marketing or by consent of the instructor

#### **Required Text/Resource Materials:**

Non Profit Marketing, Wymer Jr., W., Knowles, P., Gomes, R., Sage Publications, 2006.

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **Description:**

This course provides the basic marketing principles and practices to the operation of a Not-for-Profit organization. Concepts covered include: board governance, feasibility, management of resources, the business strategic and operational plans, volunteer organization, and developing funding sources through sponsorships, grants and other fund raising initiatives.

Students participate in projects where they apply skills and knowledge learned in the course.

#### **Credit/Contact Hours:**

This is a 3 credit course with one 3 hour lecture per week. Students are expected to attend all lectures.

**Delivery Modes:**

The class work will include lectures, class discussions, group work, previewing and reviewing assignments, and student presentations. Other modalities may be introduced as required.

Participation and preparation for every class is expected.

**Objectives:**

1. To gain an appreciation of the scope and breadth of the Not-for-Profit (NPO) sector.
2. To understand the mechanics and logistics in establishing and operating an effective NPO in Alberta, including the Peace Region.
3. To apply marketing concepts and tools to the successful operation of an NPO.
4. To gain working knowledge of fund raising and management of volunteers.
5. To gain a working knowledge of fund raising methods and related legislation.
6. Experience volunteering first-hand through the performance of meaningful work for a local NPO.
7. To develop team-working skills through working in groups.
8. To increase business skills and knowledge by developing a professional strategic plan.

**Transferability:**

Some universities and colleges may accept this course for transfer credit. Please check with the receiving institution.

**Grading Criteria and Marks:**

Team Assignment:	20%
Mid term:	25%
Strategic Plan Assignment:	
-10 hours volunteering	10%
-Strategic Plan Paper	10%
-Presentation	<u>10%</u>
Total for Assignment:	30%
Final Exam:	<u>25%</u>
Total:	100%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department  
Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

**Statement on Plagiarism:**

The instructor reserves the right to use electronic plagiarism detection services.