



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2012

BA2100 – 3 (3-0-0) Not-for-Profit Marketing

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
OFFICE: C307 **E-MAIL:** cmcleod@gprc.ab.ca

Tues & Thurs: 10:00am – 11:30 a.m.

OFFICE HOURS: *Or by Appointment

PREREQUISITE(S)/COREQUISITE:

[BA1090](#) or consent of instructor

REQUIRED TEXT/RESOURCE MATERIALS:

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

CALENDAR 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.

DELIVERY MODE(S):

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, preparation and attendance 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:

**** 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

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C ⁻	1.7	60 – 62	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Social Media Marketing	15%
Not-For-Profit Brochure	25%
Volunteer Experience Assignment <ul style="list-style-type: none">• 10 hours volunteering• Formal Report• Presentation	30%
Class Professionalism:	7.5%
Quizzes <ul style="list-style-type: none">• 3 quizzes worth 7.5% each	22.5%
Total	100%

STUDENT RESPONSIBILITIES:

Class Professionalism: 7.5% of the final grade will be attributed to participation and attendance in class. In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. More than 2 absences will be in jeopardy of receiving a zero for professionalism. Disruptive classroom behavior will also be viewed as "not professional"... i.e. excessive/disruptive talking, texting, taking phone calls, ect.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade. **In order to pass BA 2100:** ALL assignments and non-graded, assigned work must be completed

If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered, e-mail notification is fine. If there is a valid reason for missing the test, the weight of that test will be added to the total of your final. Failure to notify the instructor of an absence will result in a grade of 0.

STATEMENT ON PLAGIARISM AND CHEATING:

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 www.gprc.ab.ca/about/administration/policies/**

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

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Jan 9 th	<ul style="list-style-type: none"> Outline Review Volunteer Services Speaker 	
Jan 16 th	<ul style="list-style-type: none"> Introduction to Nonprofit Marketing Setting the Path of the Nonprofit Organization 	Chapters 1 / 2
Jan 23 rd	<ul style="list-style-type: none"> Research in Nonprofits Legal 	Chapter 3 Memo Due
Jan 30 th	<ul style="list-style-type: none"> Strategic Marketing 	Chapter 4 Quiz #1
Feb. 6 th	<i>Strategic –Planning Assignment</i>	<i>No Classes</i>
Feb. 13 th	<ul style="list-style-type: none"> Social Media Marketing 	Social Media assignment Due Handout
	Reading Week – No Classes	
Feb. 27 th	<ul style="list-style-type: none"> Offers in nonprofits <ul style="list-style-type: none"> Product, place, price & promotion 	Chapters 5 / 6 Quiz #2
March 5 th	<i>Strategic –Planning Assignment</i>	<i>No Classes</i>
March 12 th	<ul style="list-style-type: none"> <i>Fundraising</i> 	Ch. 7 Letter(s) verifying hours Due
March 19 th	<ul style="list-style-type: none"> <i>Fundraising</i> 	Brochure Due Ch. 8
March 26 th	<ul style="list-style-type: none"> <i>Fundraising</i> 	Ch. 9
April 2 nd	<ul style="list-style-type: none"> Volunteer Management 	Ch 10 Quiz #3
April 9 th	Student Presentations	Volunteer Experience Assignment Due