



## **DEPARTMENT OF BUSINESS**

### **COURSE OUTLINE – WINTER 2013**

#### **A213**

#### **BA2100 Not-for-Profit Marketing and Public Relations 3 (3-0-0)**

**INSTRUCTOR:** Joanne Ballance      **PHONE:** 780.539.2719  
**OFFICE:** E218      **E-MAIL:** Jballance@gprc.ab.ca

**OFFICE HOURS:** Mon and Wed 1:15 – 2:45pm 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 of 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 a working knowledge of fund raising methods and related legislation.
5. To gain a working knowledge of the management of volunteers.
6. Experience volunteering first-hand through a meaningful volunteer placement at a local NPO.
7. To develop team skills through group work.
8. To increase skills and knowledge by developing an organizational 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 <sup>+</sup>	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C <sup>-</sup>	1.7	60 – 62	
D <sup>+</sup>	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:

Assignment 1	15%
Assignment 2	15%
Volunteer Experience Assignment <ul style="list-style-type: none"><li>• 10 hours volunteering</li><li>• Formal Report</li><li>• Presentation</li></ul>	30%
Quizzes <ul style="list-style-type: none"><li>• 3 quizzes worth 10% each</li></ul>	30%
Class Professionalism	10%
Total	100%

## STUDENT RESPONSIBILITIES:

**Class Professionalism:** 10% of the final grade will be attributed to participation and attendance in class. In order to get the most out of this course, **regular attendance and active participation is required**. Class participation improves your learning, involvement in the subject, and your grade. Follow these rules to achieve success in class:

- Review your study notes
- Do all assignments before class
- Attend each class and show up on time, or early
- Be an active listener in class
- Know when and how to ask and respond to questions

On the other hand, disruptive classroom behavior such as lateness, talking with neighbours, texting, taking phone calls, etc. will be viewed as unprofessional.

**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.

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. Failure to notify the instructor of an absence will result in a grade of 0 for the quiz.

## 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/](http://www.gprc.ab.ca/about/administration/policies/)

## COURSE SCHEDULE/TENTATIVE TIMELINE\*:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
<b>Jan 14<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Outline Review</li> <li>Volunteer Services Speaker</li> </ul>	
<b>Jan 21<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Introduction to Nonprofit Marketing</li> <li>Setting the Path of the Nonprofit Organization</li> </ul>	Chapters 1 / 2
<b>Jan 28<sup>st</sup></b>	<ul style="list-style-type: none"> <li>Research in Nonprofits</li> <li>Legal</li> </ul>	Chapter 3 Memo Due
<b>Feb. 4<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Strategic Marketing Planning</li> <li><i>Exploring organizational culture, values</i></li> </ul>	Chapter 4 <b>Quiz #1</b>
<b>Feb.11<sup>th</sup></b>	<ul style="list-style-type: none"> <li><i>Discussion of volunteer placement opportunities</i></li> <li>Social Media Marketing</li> </ul>	Work on Assignment 2 (Strategic – Planning ) in class <b>Assignment 1 due in class</b> Handout
<b>Feb. 18<sup>th</sup></b>	<ul style="list-style-type: none"> <li>No class – Family Day</li> </ul>	
<b>Feb 19-22</b>	<b>Winter Break. No classes on GP campus except for apprenticeship and pre-employment.</b>	
<b>Feb. 25<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Offers in nonprofits <ul style="list-style-type: none"> <li>Product, place, price &amp; promotion</li> </ul> </li> </ul>	Chapters 5 <b>Quiz #2</b>
<b>March 4<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Offer in nonprofits continued <ul style="list-style-type: none"> <li>Product, place, price &amp; promotion</li> </ul> </li> </ul>	Chapter 6
<b>March 11<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Direct Marketing</li> </ul>	-Chapter 7 - Work on Assignment 2 (Strategic Planning) in class
<b>March 18<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Fundraising model overview</li> </ul>	<b>Letter(s) verifying hours Due</b>
<b>March 25<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Annual Giving and resulting marketing opportunities</li> </ul>	
<b>April 1<sup>st</sup></b>	<ul style="list-style-type: none"> <li><i>Major Gift Fundraising</i></li> </ul>	<b>Assignment 2 due in class</b> Ch. 8
<b>April 8<sup>th</sup></b>	<ul style="list-style-type: none"> <li><i>The role of special events in Fundraising</i></li> </ul>	Ch. 9
<b>April 15<sup>th</sup></b>	<ul style="list-style-type: none"> <li>Volunteer Management</li> </ul>	Ch. 10 <b>Quiz #3</b>
<b>April 22</b>	<ul style="list-style-type: none"> <li><b>Student Presentations</b></li> </ul>	<b>Volunteer Experience Assignment Due</b>
<b>April 29</b>	<ul style="list-style-type: none"> <li><b>Student Presentations</b> if required</li> </ul>	<b>Volunteer Experience Assignment Due</b>

\*Adjustments to the timetable may occur and will be discussed in class