



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2014

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

ROOM A213 EACH MONDAY FROM JANUARY 13 – APRIL 14, 2014

INSTRUCTOR: Joanne Ballance

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OFFICE HOURS: Mon and Wed 1:15 – 2:45pm or by appointment

PREREQUISITE(S)/COREQUISITE: [BA1090](#) or consent of instructor

REQUIRED TEXT/RESOURCE MATERIALS:

Nonprofit Management Principles and Practice, Third Edition, Michael J. Worth, Sage Publishing

CALENDAR DESCRIPTION: This course provides students with marketing principles and practices for a Not-for-Profit Organization (NPO). Concepts covered include: understanding the nonprofit sector; board governance; strategic and operational plans; volunteer management, obtaining and managing resources through sponsorships, grants and other fund raising initiatives.

Students participate in a mandatory group project 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, supplemental reading and guest 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. To develop team skills through group work.
7. To increase skills and knowledge by developing, marketing, and implementing a fundraising event for a local NPO.

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:

Task	Weight	Date
Assignment 1	15%	February 10
Assignment 2	15%	March 31
Group Assignment: Plan and implement special event for local NPO		Mandatory attendance is required. Event Date TBD: April 2 or 9 th
Formal Report	30%	
Quizzes <ul style="list-style-type: none">3 quizzes worth 10% eachQuizzes will be online and held in A305 lab during class time	10% 10% 10%	Feb 3 Feb 24 March 31
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 guidelines 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/

COURSE SCHEDULE/TENTATIVE TIMELINE*:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Jan 13th	<ul style="list-style-type: none"> Outline Review Class ice-breaker Understanding Nonprofit Management, the Nonprofit Sector and Nonprofit Organizations Introduction of group project supporting local NPO 	Chapters 1,2 http://www.youtube.com/watch?v=HmLvYB1pLPM - Discuss Assignments and schedules
Jan 20th	<ul style="list-style-type: none"> Amy Mohr – Executive Director, Big Brothers Big Sister Overview and Theories of the Nonprofit Sector 	Volunteering in Canada article – available on Moodle
Jan 27st	<ul style="list-style-type: none"> Governing Board's Responsibilities Search for Best Practices Executive Leadership The CEO's job Executive Transitions Leading Change Centre for Creative Arts Executive Director Candace Hook 	Chapter 4,5 Field trip to the Centre for Creative Arts (To be confirmed) Guest speaker
Feb. 3th	<ul style="list-style-type: none"> Group work 6:00 – 7:00pm <ul style="list-style-type: none"> Develop task list and assign teams Quiz 1 from 7:15- 8:45 	Quiz #1 – computer lab A305
Feb. 10th	<ul style="list-style-type: none"> Ensuring Accountability and measuring Performance Strategic Planning Capacity and Collaboration 	Chapter 6, 7,8 Assignment 1 due in class
Feb. 17th	<ul style="list-style-type: none"> No class – Family Day 	
Feb 18-23	Winter Break. No classes on GP campus except for apprenticeship and pre-employment.	
Feb. 24th	<ul style="list-style-type: none"> Group work 6:00 – 7:00pm Quiz 2 from 7:15 – 8:45 	Quiz #2 – computer lab A305
March 3th	<ul style="list-style-type: none"> Executive Leadership - Setting the Path of the Nonprofit Organization Theory in Practice Dan Percy, CEO Grande Prairie & District Chamber of Commerce 	Chapters 2,3 Guest speaker
March 10th	<ul style="list-style-type: none"> Marketing and Communications 	Chapter 10,12,13
March 17th	<ul style="list-style-type: none"> Fundraising model overview Major Gift Fundraising strategies Carmen Haakstad, VP External Relations 	Chapters 11 Guest speaker

March 24th	<ul style="list-style-type: none"> Group work/ Assignment two 	
March 31st	<ul style="list-style-type: none"> Practical application <ul style="list-style-type: none"> Amy Mohr, Executive Director BBBS 	Assignment 2 due in class Presentations: Committee updates to be presented to members of the BBBS organization Guest panel members
April 7th	<ul style="list-style-type: none"> Financial Management and Social Entrepreneurship 	Chapters 14,17
April 2/9th	<ul style="list-style-type: none"> Capstone Event is held during Wednesday meeting hour (Date TBD) 	It is mandatory that everyone be in attendance for the event.
April 14th	<ul style="list-style-type: none"> Formal Reports are due Quiz 3 7:15 – 8:45pm 	Last Class – formal reports are due Quiz #3 – computer lab A305

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