



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2006

BA 2100 3 (3-0-0) Not-for-Profit Marketing and Public Relations

Instructor Ms. Kelli Krauss

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Office Hours

- Tuesdays and Thursdays:
9:00 am – 10:00 am
- By appointment.
- Drop-in Basis

Prerequisite(s)/corequisite(s):

BA 1090 – Introduction to Marketing **or** by consent of the Instructor.

Required Text/Resource Materials:

There is not an assigned text for this course. Instead, you will be provided (on a per need basis), a wide variety of both print and non-print materials and resources.

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.

The course also explores the principles and practices of Public Relations as they apply to both the profit, public and not-for-profit sectors.

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

Credit/Contact Hours:

BA 2100 consists of three (3) hours of instruction – often utilized in non-traditional ways for practical considerations, and broken nightly into three (3) equal components.

Delivery Mode(s):

The classwork will include lectures, class discussions, group work, simulations, use of video and audio presentations, previewing and reviewing assignments, guest speakers, and student presentations. Plan to participate wholeheartedly in the various activities.

Objectives:

- To gain an appreciation of the scope and breadth of the Not-for-Profit (NPO) sector.
- To understand the mechanics and logistics in establishing and operating an effective NPO in Alberta, particularly in the Peace Region.
- To apply marketing and public relations concepts and tools to the successful operation of an NPO.
- To gain a working knowledge of the recruitment and management of volunteers.
- To gain a working knowledge of fund raising methods and related legislation.
- Experience volunteering first-hand through the performance of meaningful work for a local NPO.
- To develop team-work skills through working in groups.

Transferability:

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

Grading Criteria:

- Attendance/Participation 10%

- Written Assignments/Research Projects 15%
- Formal Business Plans 25%
- Community Service Project 25%
- Formal Public Relations Project 25%

Grades will be assigned on the Letter Grading System.

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

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

Course Schedule/Timeline:

UNIT 1:

STRATEGIC & OPERATIONAL PLANNING

An excellent introduction to strategic and Operational Planning, this practical unit incorporates proven methods into a strategic planning process for the public and nonprofit sectors.

UNIT 2:

NPO FINANCIAL MANAGEMENT

This unit is designed to improve the students' understanding of the financial and management control issues faced by them and their organization in today's expanding nonprofit sector.

UNIT5:

CONTEMPORARY NPO MANAGEMENT

Explore the structure of the organization today and the change that will be necessary for survival into the next decade. Emphasis will be on the role of the manager, and tools for change will assist with effective leadership of nonprofit organizations in the future.

UNIT 4:

FUNDRAISING/PUBLIC RELATIONS

This unit offers practical, "how-to" advise for handling all phases of annual and capital campaigns, from conducting a feasibility study to soliciting donors by board members. You will learn how to draft a comprehensive campaign plan, recruit and train volunteers, handle the daily mechanics of the campaign, such as budgets and gift acknowledgement, complement successful public relation strategies & much more.

UNIT 5:

VOLUNTEERISM/FIELD STUDY

Examine the nature of the voluntary sector from all angles. Personal, social, political, legal and economic perspectives will be explored, along with various cultural responses to volunteering. The impact of societal trends on volunteering and strategies for dealing with several future scenerios are considered.

UNIT 6:

BOARD, COMMUNITY & GOVERNMENT

This unit offers a clear, practical and relevant approach to building an agency's board of directors. It offers an in-septh analysis of a model of governance described by John Carver and compares the model of traditional and time honored approaches.

This skilled based unit will analyze principles of governance, collaboration and advocacy and apply them to developing appropriate models and relationships with a NPO's three constituents: board, community, and government.

Examinations and Course Policies:

ASSIGNMENTS:

- Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension, through written memoranda, prior to the due date. Unauthorized late assignments will have a 10% per day late penalty applied.

- All assignments must be completed to receive a grade for this course. If you fail to complete an assignment you will be assigned a grade of "Incomplete."
- In addition to the graded course assignments, you will be expected to complete various assignments outside of class. Such assignments will be graded credit/non-credit. To receive a grade in BA 1020, all assignments in this category must be completed.
- Should you not hand in an assignment in class when due, the following procedures should be followed:
 - a) Advise me that your assignment has not been completed.
 - b) After making yourself a copy, deliver the assignment to the cashier's office and ask her/him to place it in my mailbox (#197). DO NOT SLIDE IT UNDER MY DOOR.
 - c) Confirm that I have received the work.

ATTENDANCE:

- Regular attendance is critical for success in BA 1020. Attendance will be taken at every class and lab. "Attendance" includes arriving to class on time and being prepared by having assigned homework and readings complete.
- In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

QUIZZES:

- If you must miss a quiz, please advise me, before the quiz is administered. (A message on my voice mail is fine.) You will then be given the opportunity to write the quiz at a later time. An unexcused absence from a quiz will result in a grade of 0. Please know that missing a quiz is considered an alarming situation. Only the most urgent and extreme reasons are considered acceptable.

RECORDS RETENTION:

Class records and quizzes will be maintained for one year after the last day of this course. These records will then be destroyed in a secure manner. Any unclaimed student assignments will then be destroyed within 30 days of the last class. Selected student projects may be kept and shown as examples for future classes if consent is granted.

Statement on Plagiarism:

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