

T. Thompson  
F. 94

GRANDE PRAIRE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 2100 MARKETING FOR NOT FOR PROFIT ORGANIZATIONS

- TEXT(S):
1. Not For Profit, You Say!; Gahlinger-Beaune, Rosemary; Open-Up Poste Production; Burnaby, B.C.; 1990
  2. Marketing Plan Development Guide; Renshaw, Paul; Paperback; Prentice Hall; Englewood Cliffs, New Jersey; 1994

PREREQUISITE: BA 1090 or consent of the instructor

COURSE DESCRIPTION: This course will deal with the understanding and the application of basic marketing principles and practices as they relate to a Not For Profit Organization. Concepts covered to include Forming a Board, Feasibility, Management, Business Plan, Volunteer Organization, Sponsorships, Publicity, Promotion, fund Raising, Licensing, Gambling, Couponing, Concessions, Trade Shows, Direct Mail, Planned Giving and Advertising. All concepts will be interpreted from a "hands on" practitioner's point of view.

COURSE OBJECTIVE: To understand the elements related to marketing and operating a Not For Profit (Public) Organization in Canada.

GRADING:

Quizzes	60%	(i.e. 4 @ 15% each)
Marketing Plan	30%	
Community Service	10%	(i.e. 2% per 5 hours)

IMPORTANT DATES

- Quizzes - September 28 - (Quiz #1)  
- October 19 - (Quiz #2)  
- November 9 - (Quiz #3)  
- December 7 - (Quiz #4)
- Marketing Plan - December 9
- Letter of Community Service Verification - December 9

**COURSE  
CONTENT:**

**Module One**

- What is Marketing to a Not For Profit
- Setting Up The Board
- Getting Smart
- Organizational Management
- Volunteer Organization

**Module Two**

- How to prepare a Marketing (Business) Plan

**Module Three**

- Sponsorships
- Publicity and Public Relations
- Promotions

**Module Four**

- Fund Raising
- Licensing
- Gambling
- Couponing

**Module Five**

- Concessions and Programs
- Trade Show Involvement
- Direct Mail
- Planned Giving
- Advertising

**RELATIONSHIP OF QUIZZES TO MODULES**

- \* Quiz #1 - Modules One and Two
- \* Quiz #2 - Module Three
- \* Quiz #3 - Module Four
- \* Quiz #4 - Module Five

**RELATIONSHIP OF MODULE TWO TO THE MARKETING PLAN**

- \* Students will select a Not For Profit Organization and prepare a 1995 Marketing Plan for the chosen Organization. This Marketing Plan will constitute 40% of the student's final mark.