

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 210 MARKETING FOR NON-PROFIT ORGANIZATIONS

TEXT: Nil

PREREQUISITE: Nil

COURSE DESCRIPTION: Provides a working knowledge of the marketing tasks facing you and the organization. These tasks include identifying marketing, advertising, promoting and selling. Sponsorship, promotion, special event fund raising, couponing, direct mail and concession management are topics which are interpreted from a "hands on" practitioner's point of view.

COURSE OBJECTIVES;

- i) To learn twelve (12) major marketing elements.
- ii) To create an action plan for each one of the elements.
- iii) To develop product awareness to encourage others to buy into the program.
- iv) To develop an understanding of Special Event Fund-Raising Principles and Techniques.
- v) To understand why organizations use Sponsorships and how to obtain them.
- vi) To investigate the various products at the organization's avail such as gambling events, trade shows, couponing, licensing, direct mail and planned giving.

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- vii) To outline the packaging process to sell it to the organization's potential sponsors, parent groups and community, government and business sectors.

GRADING:

1. Final grades will be compiled in the following manner:

Quizzes	20%	(ie. 2 @ 10%) Oct. 3rd, Nov. 21st)
Mid-term Exam	20%	(Oct. 24th)
Term Assignment	30%	(Due Dec. 5th)
Final Exam	<u>30%</u>	(Dec. 12th)
Total	100%	

NOTE:

Quizzes	Oct. 1, Nov. 19th
Midterm Exam	Oct. 22nd
Term Assignment	Dec. 3rd
Final Exam	Dec. 10th

COURSE

- i) Sponsorship
 - Develop a specific marketing plan to attract a sponsor or sponsors for a program or event.
- ii) Public Relations and Publicity
 - Outline the processes of communicating the organization's activities to the public through various forms of media - usually at no cost.
- iii) Promotions
 - Link the organization's programs/events to attractive incentives, thus increasing consumer awareness and involvement.
- iv) Special Event Fund-Raising
 - Identify various fund-raising ideas and plan an event to provide "non-specific" or unencumbered funds to keep the organization solvent and growing.

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- v) Licensing and Logos
 - Understand that every organization should be given its own logo for identification and promotional purposes. Furthermore, an overview of the licensing process relative to an organization's products.
- vi) Gambling
 - Acquaint students with the elements of lotteries and games of chance.
 - Understand the regulations and conditions under which an organization can operate a gambling fund raiser.
- vii) Couponing
 - Look at the various types of coupon promotions such as booklets, single sheet and "free-standing" inserts and how they may be used to promote all kinds of consumer goods and services. As well, understand how these kinds of coupons can be effectively used to raise money for the organization.
- viii) Programs and Concessions
 - Comprehend the sound planning and execution relative to printing, advertising sales and the ultimate sale of the program.
 - Outline the factors to consider when operating a food outlet at an organization's event.
- ix) Trade Shows
 - Learn how to operate a trade show in conjunction with a technical program or annual meeting
 - Learn how to participate in existing trade shows as an exhibitor.

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- x) Direct Mail
 - Study and experiment with direct mail concepts such as scheduling, approaching the public, mediums, target marketing, budgeting and costs.
- xi) Planned Giving
 - Provide an overview of planned giving including direct mail, special event campaigns and planned giving.
 - Study Development and Deferred Gifts Fund-Raising cases and techniques.
- xii) Effective Advertising
 - Experiment with creating copy of developing brochures and posters.
 - Consider lay-outs and print production.
 - Examine the components of a commercial.