

Course Code & No. - Section: MKTG 340
Course Title (Credits): Social & Non-Profit Marketing (3)
Term & Year: Spring / 2014
Course Ref. No. (CRN): [10078](#)

Instructor: Lisa Kirkman
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Office: 2nd Floor TCES
Office Hours: By Appointment

Class Meeting Time: F 8:30am-11:15am
Location: TCES 106

Prerequisites (from Catalog): MKTG 201
Corequisites (from Catalog):

Course Description

It is a common misconception that marketing is used only by for-profit organizations. In this course, we will break that myth. And we will learn how marketing is necessary for non-profit and government bodies to help them achieve their goals, which may or may not include metrics that are measured in currency terms. This course will build on elements of social entrepreneurship and how marketing is used by such organizations.

Concepts covered include: Differences in non-profit marketing, outreach and communication, stakeholder and donor management, special topics in healthcare, environment and public policy, strategic planning, brand management, non-profit governance, social marketing, social media, and the commonalities between non-profit and for-profit marketing tools.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Explain the differences between traditional marketing and non-profit marketing, including common themes found in non-profit marketing.
2. Define and analyze a non-profit brand including: assessing the organization's position within the broader stakeholder environment, relationship with target consumer and donor, strategic direction, resources, and competitive capabilities
3. Research a topic in depth and present to the class a clear and compelling synthesis of a topic in social marketing
4. Integrate knowledge in previous courses and apply analytical tools to real-world examples of brand management and non-profit marketing partnerships
5. Define a social media strategy and explain how non-profits can utilize social media to attract donors, customers, and traditional media attention
6. Explain the range of actions managers can take to shape a non-profit's marketing strategy and manage crises & non-crises communication
7. Professional preparedness: Become more proficient in using computers and online tools to conduct research, analysis, and present (design and communicate) findings and recommendations

Instructional Strategies

This class will utilize lectures, small groups, and individual work in class using laptop computers, inquiry learning, case studies, and homework assignments. Guest speakers may be invited to speak to special topics. The course makes use of the *Moodle* course management system.

Required Texts and Materials

1. *Marketing for Nonprofit Organizations*, Stacy Landreth Grau, Lyceum Books, c 2014.

2. Harvard Business Publishing Course Packet: students will be required to purchase a course packet from HBP during the first 2 weeks of the course (\$12-\$15 cost), containing the case studies we will use during class. Information on how to purchase will be distributed during the first class session.
3. Laptop computer that meets the SNC Laptop Requirements

Recommended Reading (Good places to start broadening your real-world business acumen and knowledge)

1. **GuideStar (guidestar.org)** provides financial data for nonprofits (similar to Edgar for corporations), and also has numerous resources including executive compensation scales and fundraising resources.
2. **Blackbaud 2013 Online Marketing Study for Non-Profits (PDF)** – to be posted in Moodle or download it directly: <https://www.blackbaud.com/nonprofit-resources/online-marketing-study>

Attendance

Students are expected to actively participate in all classes (be present) and to attend all class sessions for the entire duration of the class period. As in the real world, late attendance OR early departure disrupts not only your learning but that of your peers, and repeated late attendance will not be tolerated.

Students with three (3) late attendances or absences will receive a zero (0) for their attendance and participation grade for the semester. Please talk with the instructor after the first class if you feel this is likely to be an issue.

Class Requirements

All students should bring a laptop computer to each class.

Note taking on laptops / tablets is OK. However, use of laptops during class period for any actively unrelated to class (for example, chatting on Facebook, checking email, or watching Arrested Development reruns) is NOT ok. If a student is found using a computer for purposes other than note taking or activities approved by the instructor, laptop privileges will be revoked.

Smart phones and cell phones MUST be turned off or set to 'silent mode'. Sending or receiving texts for any purpose disrupts both yourself and other students and is NOT allowed during class.

Prim Library Resources

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism

In the business world, there is a fine line between innovation (which is an engine for business growth yet results necessarily from building upon the works and inventions of others), and plagiarism. Trademarks, copyrights and intellectual property laws function to protect this ethical balance, and harsh punishments are levied on companies and employees who violate these laws.

As a student, you are expected to discuss, build upon, and apply business concepts using the resources and models provided. However, plagiarizing, fabricating, and cheating are examples of ethical violations that are subject to the honor code and will not be tolerated (see next two sections).

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual

respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Sustainability	Entrepreneurial Thinking

Methods of Assessing Student Outcomes

See section below titled “Grading Policy” for specific assignments. Student outcomes will be assessed using the following methods:

In-class participation, written exam write-ups, and group presentations. Students will be evaluated on their insightful participation in classroom discussion, on the exams as scheduled, and on their in-class presentation on a self-selected marketing topic.

Grading Policy

Your grade for the class will be determined by the following*:

10 Points	Attendance & In-Class Participation
10 Points	Quiz 1
10 Points	Quiz 2
10 Points	Quiz 3
10 Points	Quiz 4
20 Points	Team Topic Presentation**
30 Points	Final Exam
100 Points	Total Points

*Late assignments will be docked 10% of the point total for each day late. E.g. if you turn in a case write-up 2 days after the deadline, you can receive a maximum of 12 points (80%) for the assignment.

**Class Topic Presentation: after spring break, groups of 2-3 individuals will be presenting to the class on a marketing topic chosen in week 2, and “teaching” the class this topic. That is, 10 class sessions will be divided between teaching time and 45-60 minutes of group presentation and discussion.

Class Schedule

Week	Date	Topic	Preparation / Assignment
1	Jan 24	Understanding Marketing	Chapter 1
		<ul style="list-style-type: none"> Non-profit vs. For Profit Marketing Similarities and differences 	
2	Jan 31	What’s in a Brand	Chapter 2
		<ul style="list-style-type: none"> Why branding is significant in non-profit marketing SWOT analysis works for non-profits, too Quiz 1 	
3	Feb 7	Stakeholder Engagement	Chapters 4, 5
		<ul style="list-style-type: none"> Discuss how to choose your stakeholders Presentation: “Movember: More Mo Sistas” 	
4	Feb 14	Stakeholder Engagement	Chapters 4, 5
		<ul style="list-style-type: none"> Discuss shifting missions and keeping stakeholders Presentation: American Repertory Theater Quiz 2 	
5	Feb 21	Strategic & Market Planning	Chapter 3
		<ul style="list-style-type: none"> Discuss: Board of Directors function and purpose Presentation: Nature Conservancy case 	

6	Feb 28	Private & Non-Profit Partnerships	Chapter 6
		<ul style="list-style-type: none"> Presentation: OneWater Case 	
7	Mar 7	Private & Non-Profit Partnerships	Chapter 6
		Leveraging a Corporate Brand <ul style="list-style-type: none"> Presentation: Canadian Breast Cancer Foundation: Corporate Sponsorship Choices Quiz 3 	
8	Mar 14	Media: Earned Media, Owned Media, Paid Media	Chapter 7
		<ul style="list-style-type: none"> Presentation: Now--Exploit Your Foundation for Profitable Growth 	
9	Mar 21	Spring Break	
10	Mar 28	Social Media and The Non-Profit World	Chapter 8
		<ul style="list-style-type: none"> Leveraging SM for donations & outreach Group: How does Leukemia & Lymphoma Society's Team in Training work? 	We're going to fill in each other's understanding of the parts and experiences the Leukemia & Lymphoma Society has created with Team in Training. Bring examples and FACTS.
11	Apr 4	Communication: Normal Communication	
		<ul style="list-style-type: none"> Discussion: Best practices in communication Presentation: Can Facebook Save Our Furry Friends? 	
12	Apr 11	Communication: Crisis Communication	
		<ul style="list-style-type: none"> What does a crisis plan look like Presentation: Abercrombie & #Fitchthehomeless Quiz 4 	
13	Apr 18	Infrastructure Building as part of non-profit marketing success	
		<ul style="list-style-type: none"> Discussion: when does promoting a non-profit extend beyond marketing? Presentation: Yogurt Mamas in Tanzania 	
14	Apr 25	Grant writing as a marketing tool your non-profit	
		<ul style="list-style-type: none"> Discussion: anatomy of a grant proposal Presentation: case to be determined 	
15	May 2	Review Misc. Topics (TBD)	Study for Final Exam!
16	May 9 8:00-11:00	**Last week** - Finals	Final Exam in Class