

**GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE**

BA 2100 NOT-FOR-PROFIT MARKETING 3(3-0) FALL 1996

INSTRUCTOR: Bill Corcoran

OFFICE: C-307

OFFICE HOURS: Monday to Thursday 8:30 - 9:30 a.m.
or by appointment

TELEPHONE: 539-2735

REQUIRED TEXT: Gahlinger-Beaune, Rosemary. *Good Work: An Operations Manual for Canadian Not-for-Profit Organizations*. Toronto: McGraw-Hill Ryerson, 1993.

TEXT USAGE: The text will be used extensively in the course. Each student should purchase his or her own copy.

COURSE DESCRIPTION: The understanding and application of basic marketing principles as they relate to a Not-for-Profit Organization are discussed. Concepts covered include: forming a board, feasibility, management, the business plan, volunteer organization, sponsorships, publicity, promotion, fund raising, licensing, gambling, couponing, concessions, trade shows, direct mail, planned giving and advertising.

COURSE OBJECTIVES: By the completion of this course, students will:

1. Gain an appreciation of the scope and breadth of the not-for-profit (NPO) sector
2. Understand the mechanics and legalities in establishing and operating an effective NPO
3. Apply marketing concepts and tools to the successful operation of a NPO
4. Experience volunteering first-hand through the performance of meaningful work for a NPO

**COMMUNITY:
SERVICE**

True appreciation for the operation of NPOs is gained through actively participating in their work. Accordingly, 20 percent of your course grade will be determined by the number of volunteer hours you contribute to a NPO of your choice.

You must complete your community service commitment according to the following schedule:

by Monday, September 30 Memo submitted to me outlining your community service plan

by Monday, October 21 Letter(s) verifying at least 12.5 service hours

by Monday, November 18 Letter(s) verifying any additional service hours

Almost any form of useful work is acceptable to complete this requirement. Examples could include: planning and producing a brochure, canvassing for funds, doing office work for a NPO, manning a raffle ticket booth in the mall, working a bingo, etc.

Please note that your Take Home Final Exam will be based on this experience, so volunteer work that allows you to learn about the inner-workings of a NPO is preferable.

Also note that your volunteer work cannot be performed for the same organization who you are working with for your BA 2090 project.

Letters verifying the number of hours you have volunteered must be submitted by the due dates listed above. These letters should be on the organization's letterhead and signed by a board member or executive director. You will receive 4 percent of your final grade for every 5 hours you volunteer to a maximum of 20 percent. You must complete at least 12.5 hours to receive credit for the course.

FALL 1996

1996 CLASS SCHEDULE

<u>Week</u>	<u>Topic</u>	<u>Read</u>
November 25,27,29	-Planned Giving -Merchandise Sales -Services -Couponing	-Good Work p.200-201 -Good Work p.198-200
December 2,4	-Wrap up and Review -Test #3 (Dec. 4)	
December 11	-Take Home Final (Dec. 11)	