

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

BA 2100 NOT-FOR-PROFIT MARKETING 3(3-0) FALL 1997

INSTRUCTOR: Heather Willis

OFFICE: C-301

OFFICE HOURS: Monday, Wednesday, Friday 11:00 - 12:00 a.m.
or by appointment

TELEPHONE: 539-2971

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.

EVALUATION:

The following components will determine your final grade:

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| 1. | Marketing Principles Review Quiz | 5% |
| 2. | Test #1 | 20% |
| 3. | Community Service #1 | 10% |
| 4. | Test #2 | 20% |
| 5. | Community Service #2 | 10% |
| 6. | Test #3 | 20% |
| 7. | Take Home Final | 15% |

(In lieu of the Community Service and Take Home Final components, you may elect to complete a marketing plan for a not-for-profit organization. Please see the instructor for further details.)

GROUND RULES:

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.
4. **NOTE: All tests must be completed to receive credit for this course.** In addition, a minimum of 50 percent of the assigned hours for the community service component of the course must be performed. Students who do not meet this requirement will be assigned a grade of **INCOMPLETE**.
5. All hand-in assignments must be word processed or typewritten.
6. You are expected to attend ALL scheduled classes unless otherwise told. If you must miss a class, please talk to me about it, preferably beforehand. You are responsible for obtaining any notes or handouts you have missed.

NOTE: You should treat class attendance like you would treat paid work attendance. Instructors, like employers, expect an explanation for any absences.

**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 29 Memo submitted to me outlining your community service plan.
- by Monday, October 20 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.

REVISED CLASS SCHEDULE

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| Sept. 5 | Course Outline Marketing Review | Course Outline Review Handout |
| Sept. 8,10,12 | Marketing Review Marketing Principles Review Quiz (Sept. 12) | Review Handout |
| Sept. 15,17,19 | Not-for-Profit Orgs Setting up a NPO | <u>Good Work</u> Ch. 1 |
| Sept. 22,24,26 | Setting up an NPO The Business Plan | Bus Plan Handout |
| Sept. 29 Oct. 1,3 | Community Service Plan (Sept. 29) Forming a Board Board Operation | <u>Good Work</u> Ch 2,3 |
| Oct. 6,8,10 | Volunteer Management | <u>Good Work</u> Ch 4 |
| Oct. 15,17 | Test #1 (Oct. 15) Promoting the NPO | <u>Good Work</u> Ch 6 |
| Oct. 20,22,24 | Community Service #1 (Oct. 20) Promoting the NPO | |
| Oct. 27,29,31 | Fund Raising Overview Sponsorships | <u>Good Work</u> p.112-116 <u>Good Work</u> p.163-172 |
| Nov. 3,5,7 | Sponsorships Special Events Raffles Test #2 (Nov. 7) | <u>Good Work</u> p.172-178 <u>Good Work</u> p.178-184 |
| Nov. 10,12,14 | Program Advertising Concessions Gambling Proposal Writing | <u>Good Work</u> p.185-191 |
| Nov. 17,19,21 | Community Service #2 (Nov. 17) Donation Campaigns | <u>Good Work</u> p.116-163 |
| Nov. 24,26,28 | Planned Giving Merchandise Sales Services Couponing | <u>Good Work</u> p.200-201 <u>Good Work</u> p.198-200 |
| Dec. 1,3 | Wrap up and Review Test #3 (Dec. 4) | |
| Dec. 10 | Take Home Final | |