

Not-for-Profit Marketing and Public Relations

SEP 13 2000

BA 2100 (3-0)

Basic Course Information

Instructor

Marjorie Ferguson
Room E-401
539-2714 (messages) ferguson@gpre.ab.ca

Office Hours

MTR 1:00-2:00 PM.
or by appointment. Making an appointment
is usually better.

Transferability

Some universities or colleges may accept this
course for transfer credit. Please check with
the receiving institution.

Records Retention

Class records, including final exams, will be
maintained for one year after the last day of
this course. These records will then be
destroyed in a secure manner. Any
unclaimed student term tests or assignments
will be destroyed within 30 days of the last
class. Selected student projects may be kept
and shown as examples for future classes
provided that the proper consent form has
been signed.

Text

Gahlinger-Beaune, Rosemary. *Good Work:
An operations manual for Canadian Not-
for-profit organizations*. Toronto: McGraw
Hill, 1993.

The text will be used extensively in the NPO
part of the course; you need to have a copy.

Grading Scheme

Tests (3@15%)	45%
Community Service Hours	20%
Press Kit Assignment	25%
Take Home Final	10%

NPOs - A source of career opportunities



Course Description

This course looks at the understanding and application of basic marketing principles as they relate to a Not-for-Profit Organization. Concepts covered include: forming a board, feasibility, management, volunteer organization, sponsorships, publicity, promotion, fund raising, licensing, gaming, couponing, concessions, trade shows, direct mail, planned giving and advertising.

In addition, the course looks at public relations and publicity and how the NPO can effectively use PR and publicity to further its mandate.

Tips for Succeeding in this Course

- Start** your community service hours during the first two weeks in September.
- Choose** a community service project which is doable by the middle of October.
- Choose** a partner for the press kit assignment whom you work well with.
- Attend** all classes; if you must miss for any reason, make arrangements with a classmate to get any notes, handouts, etc. that you may have missed.

The Details

In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, guest speakers, student presentations, and small group exercises.

Attendance

To get the most out of the classes, you must attend regularly. If you can't make a class, please make arrangements with another class member to get any notes that you might have missed.

Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for an absence.

Tests/Assignments

All assignments and tests must be completed to receive a grade for this course. If you fail to complete an assignment or test, you will be assigned a grade of incomplete.

Assignments are due at the **start** of the class on the due date. Unauthorized late assignments will be assessed a 15 percent per day late penalty.

Specific instructions for the Press Kit Assignment will be distributed in class.

Three 75 minute tests will be given. A variety of questioning formats will be used (i.e. multiple choice, reverse definitions, short and long answer). The tests will be non-cumulative with one exception: specific areas where most of the class had difficulties with may be re-tested.

Take Home Final

The take home final will require you to write a short essay detailing some of the important things you learned about Not-for-profit organizations during your Community Service Project (see below).

The take home question will be distributed during the second last week of class. It is due on the first Monday of exam week.

Community Service Project

To gain an appreciation for NPO operations, 20% of your

Course Objectives

By the completion of this course, you 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 and public relations/publicity concepts and tools to the successful operation of a NPO
4. Experience volunteering first-hand through the performance of meaningful work for a NPO

grade will be earned by volunteering at a NPO.

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

- | | |
|---------------------|--|
| Thur, Sep 21 | Memo submitted to me outlining your community service plan |
| Thur, Oct 26 | Letter(s) verifying 20 service hours |
| Tues, Nov 7 | 2 minute class presentation |

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, however, 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, volunteer work cannot be performed for the same organization that you are working with for your BA 2090 project.

Letters verifying the number of hours you have volunteered must be submitted by October 26. These letters should be on the organization's letterhead and signed by a board member or executive director. You must complete at least 20 hours of volunteer work to receive credit for the course.

On November 7, you will give a 2-minute presentation to the class about your experience. This presentation will be graded on a Credit/No Credit basis.

Key Dates

Thur. Sep 21	Community Service Plan Due	Tues. Nov 7	Class Presentation - C.S Hours
Tues. Oct 3	Test #1	Thur. Dec 2	Press Kit Due
Thur. Oct 26	Community Service Hours Due	Thur. Dec 9	Test #3
Tues. Oct 26	Test #2	Mon. Dec 13	Take Home Final Due

CLASS SCHEDULE 2000

Date	Topics	Date	Topics
Sep. 7	<ul style="list-style-type: none"> - Course Overview - Course Outline - What is a NPO? - READ: Ch. 1 in <i>Good Work</i> 	Oct 31	- Volunteer Recruiting
Sep. 12,14	<ul style="list-style-type: none"> - Setting up an NPO - Legal aspects of a NPO - Organizational Structure of a NPO - Forming a Board - READ: Ch. 2 in <i>Good Work</i> 	Nov. 2	<ul style="list-style-type: none"> - Volunteer Management - READ: Ch. 4 in <i>Good Work</i>
Sep. 19,21	<ul style="list-style-type: none"> - Board Operations - Intro to Public Relations and Publicity - Community Service Plan Due (Sep 21) - READ: Ch. 3 in <i>Good Work</i> 	Nov. 7, 9	<ul style="list-style-type: none"> - Class Presentation - C.S. Hours (Nov 7) - Fundraising Overview - READ: Ch. 5 in <i>Good Work</i>
Sep. 26,28	<ul style="list-style-type: none"> - PR concepts and tools - The Publicity Plan - Press Kits - READ: Ch. 6 in <i>Good Work</i> 	Nov. 14,16	<ul style="list-style-type: none"> - Sponsorship - Donation Campaigns
Oct. 3,5	<ul style="list-style-type: none"> - Test #1 (Oct. 3) - Media Relations 	Nov. 21,23	<ul style="list-style-type: none"> - Special Events - Draws and Raffles - Program Advertising - Merchandise, Coupons, Services - Proposal Writing
Oct. 10,12	<ul style="list-style-type: none"> - PR Writing 	Nov. 28, 30	<ul style="list-style-type: none"> - Gaming (Bingos, Casinos) - Planned Giving - Press Kit Due (Dec. 2)
Oct. 17,19	<ul style="list-style-type: none"> - The Press Release - PR Events - The Press Conference 	Dec. 5, 7	<ul style="list-style-type: none"> - Wrap up and Review - Test #3 (Dec. 7)
Oct. 24,26	<ul style="list-style-type: none"> - Photography - Test #2 (Oct 26) - Community Service Hours Due (Oct.26) 	Dec. 11	- Take Home Final Exam Due (Dec. 11)

