

SEP. 13 2001

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
NOT-FOR-PROFIT MARKETING AND PUBLIC RELATIONS

BA 2100 (3,0) Fall 2001

Basic Course Information

Instructor: Marjorie Ferguson
Office: E401
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Office Hours: Mon & Fri 10:00 to 11:00 AM

Text: Gahlinger-Beaune, Rosemary, *Not-for-Profit, You Say!* An Operations Manual For Canadian Non-profit Organizations. Burnaby, Open-up Post Production. Last year's text, *Good Work* by the same author contains the same text so is also acceptable.

Course Description:

This course covers the basic marketing principles as they relate to Not-For-Profit Organizations. Concepts covered include: feasibility, legal environment, forming and maintaining a board, management of operations, volunteer recruitment and organization, public relations, publicity, promotion, and fund raising.

The objective of this course is to provide the student with a knowledge of the concepts as well as an understanding of their application to the Not- For- Profit sector.

Transferability:

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

NPOs – A SOURCE OF CAREER OPPORTUNITIES

Course Work:

Community Service Project

To gain an appreciation of for NPO operations, 20% of your grade will be earned by volunteering for 20 hours at a NPO.

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

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|----------------|--|
| Friday, Sep 21 | Memo due outlining your community service plan |
| Friday, Oct 26 | Letter from representative of the organization with which you volunteered, verifying your hours. |
| Monday, Nov 5 | Two-minute class presentation. |

Press Kit Assignment

This assignment will provide an opportunity to work with 2 or 3 of your classmates to produce a professional state-of-the-art press kit. Further instructions will be provided in class. The press kit is due Friday, Nov 30 and is worth 20% of your grade.

Tests

Three 75 minute tests each of which is valued at 15% of your course mark, will be given according to the following schedule:

- Monday, Oct 1
- Friday, Oct 26
- Friday, Dec 7

Final

The take home final, worth 10% of your grade, will require you to write a short essay detailing some of the important things you learned about the Not-For-Profit sector during your volunteering experience. The final is due on Monday, Dec 10.

Participation and Initiative

Because the benefit one gets from an experience is proportional to the effort one puts into it, this mark is designed to encourage involvement in the class. This portion is valued at 5% of your grade and includes attendance, contribution to discussions, and at least one consultation with the instructor.

Key Dates

Fri, Sep 21	Community Service Plan Due	Mon, Nov 5	Class Presentation - C.S Hours
Mon, Oct 1	Test #1	Fri, Nov 30	Press Kit Due
Fri, Oct 26	Community Service Hours Due	Fri, Dec 7	Test #3
Fri, Oct 26	Test #2	Mon, Dec 10	Take Home Final Due

CLASS SCHEDULE 2001

Date	Topics	Date	Topics
Sep. 7	<ul style="list-style-type: none"> - Course Overview - Course Outline - What is a NPO? - READ: Ch. 1 in the text 	Oct 29	- Volunteer Recruiting
Sep. 10, 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 the text 	Nov. 2	<ul style="list-style-type: none"> - Volunteer Management - READ: Ch. 4 in the text
Sep. 17, 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 the text 	Nov. 5, 9	<ul style="list-style-type: none"> - Class Presentation - C.S. Hours (Nov. 5) - Fundraising Overview - READ: Ch. 5 in the text
Sep. 24, 28	<ul style="list-style-type: none"> - PR concepts and tools - The Publicity Plan - Press Kits - READ: Ch. 6 in the text 	Nov. 12, 16	<ul style="list-style-type: none"> - Sponsorship - Donation Campaigns
Oct 1, 5	<ul style="list-style-type: none"> - Test #1 (Oct. 1) - Media Relations 	Nov. 19, 23	<ul style="list-style-type: none"> - Special Events - Draws and Raffles - Program Advertising - Merchandise, Coupons, Services - Proposal Writing
Oct. 12	<ul style="list-style-type: none"> - PR Writing 	Nov. 26, 30	<ul style="list-style-type: none"> - Gaming (Bingos, Casinos) - Planned Giving - Press Kit Due (Nov 30)
Oct. 15, 19	<ul style="list-style-type: none"> - The Press Release - PR Events - The Press Conference 	Dec. 3, 7	<ul style="list-style-type: none"> - Wrap up and Review - Test #3 (Dec. 7)
Oct. 22, 26	<ul style="list-style-type: none"> - Photography - Test #2 (Oct 26) - Community Service Hours Due (Oct. 26) 	Dec. 10	- Take Home Final Exam Due