

# Not-for-Profit Marketing and Public Relations

BA 2100 (3-0)

## Basic Course Information

### Instructor

Marjorie Ferguson  
Room C301  
539-2971  
mferguson@gprc.ab.ca

### Office Hours

Mon and Wed 3:00 – 4:00 PM  
or by appointment.

### 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

There is no assigned text. We will work from a wide variety of print and non-print sources.

### 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

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 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.**

# 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.

## 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 55 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 grade will be earned by volunteering at a NPO.

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

## 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

- |                    |                                                            |
|--------------------|------------------------------------------------------------|
| <b>Wed, Jan 21</b> | Memo submitted to me outlining your community service plan |
| <b>Wed, Feb 25</b> | Letter(s) verifying 20 service hours                       |
| <b>Mon, Mar 8</b>  | 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 Feb 25. 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 Mar 8 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

Wed, Jan 21	Community Service Plan Due	Mon, Mar 8	Class Presentation - C.S Hours
Mon, Feb 2	Test #1	Wed Mar 31	Press Kit Due
Wed, Feb 25	Community Service Hours Due	Wed, Apr 7	Test #3
Wed, Feb 25	Test #2	Mon, Apr 19	Take Home Final Due

## CLASS SCHEDULE 2004

Date	Topics	Date	Topics
Jan 7	- Course Overview - Course Outline - What is a NPO?	Mar 1 Mar 3	- Volunteer Recruiting - Volunteer Management
Jan 12,14	- Setting up an NPO - Legal aspects of a NPO - Organizational Structure of a NPO - Forming a Board -	Mar 8,10	- <b>Class Presentation - C.S. Hours (Mar 8)</b> - Fundraising Overview
Jan 19, 21	- Board Operations - Intro to Public Relations and Publicity - <b>Community Service Plan Due (Jan 21)</b>	Mar 15,17	- Sponsorship - Donation Campaigns
Jan 26, 28	- PR concepts and tools - The Publicity Plan - Press Kits	Mar 22,24	- Special Events - Draws and Raffles - Program Advertising - Merchandise, Coupons, Services - Proposal Writing
Feb 2, 4	- <b>Test #1 (Feb 2)</b> - Media Relations	Mar 29,31	- Gaming (Bingos, Casinos) - Planned Giving - <b>Press Kit Due (Mar 31)</b>
Feb 9	- PR Writing	Apr 5, 7	- Press Kit Presentations - <b>Test #3 (Apr 7)</b>
Feb 11, 23	- The Press Release - PR Events - The Press Conference - Photography	Apr 14	-Wrap up and review
Feb 25	- <b>Test #2 (Feb 25)</b> - <b>Community Service Hours Due (Feb25)</b>	Apr 19	- <b>Take Home Final Exam Due</b>

