

NOT-FOR-PROFIT MARKETING AND PUBLIC RELATIONS BA 2100 (3,0) WINTER 2005

Instructor:	Marjorie Ferguson
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Office Hours:	Mon and Wed - 1:00 to 2:00 or by appointment.

Prerequisite

BA1090 or consent of instructor

Transferability

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

Text

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

Description

This course applies the basic marketing principles and practices to the operation of a Not-for-Profit Organization. Concepts covered include: forming an organization and board, feasibility, management, the business plan, volunteer organization, sponsorships, and fund raising. The course also explores the principles and practices of Public Relations as they apply to not-for-profit sectors. Students participate in projects where they apply knowledge and skills learned in the course.

Course Objectives

1. Gain an appreciation of the scope and breadth of the Not-for Profit sector (NPO).
2. Understand the mechanics and legalities in establishing and operating an effective NPO in Alberta.
3. Apply marketing and public relations concepts and tools to the successful operation of an NPO.
4. Gain a working knowledge of the recruitment and management of volunteers.
5. Gain a working knowledge of fundraising methods and related legislation.
6. Experience volunteering first-hand through the performance of meaningful work for a local NPO.

DETAILS

Instructional Methods

These will include lectures, class discussions, AV presentations, class presentations, and guest speakers.

Grading Scheme

• Tests	3 at 10%	30%
• Community Service Project		20%
• Group Assignment		25%
• Take Home Final		15%
• Participation		10%

- **Tests:** Three 50 min tests will be given utilizing a variety of questioning techniques. The tests will be non-cumulative unless the need to review material is demonstrated.
- **Community Service Project:** This is an individual project. Choosing your NPO will be your first priority. We will have a speaker from The Community Services Bureau to outline the volunteer opportunities in our second class. The assignment schedule is:
 - Wed, Jan 19 - Submit memo outlining community service plan.
 - Wed, Feb 23 - Verification letters received from NPO.
 - Mon & Wed Mar 7&9 - Class presentations.
- **Group Assignment:** For this assignment you will work in groups of 2 to 4 members. In this assignment you will choose a NPO and prepare a business plan for them for their next fiscal year. Key areas covered will be organization, goals, volunteer management, funding sources, budgeting, and marketing.
- **Take Home Final:** The questions will be distributed during the penultimate week of class and handed in on the first Monday of exam week.

Attendance

To get the most out of this class you must attend regularly. Treat class attendance as you would a job. Like any employee provide notice of and reasons for absences.

CLASS SCHEDULE WINTER 2005

Date	Topics	Date	Topics
Jan 5	Course Overview Course Outline	Mar 2	Test #2
1	Intro to Blackboard	Mar 7,9	Presentations of Volunteer Experience
Jan 10,12	Speaker - Vol. Services Mission, Vision, Feasibility Business Plan Outline	Mar 14,16	Personnel Management Volunteer Contribution
Jan 17,19	Setting up an NPO Legal Environment Forming a Board <i>Community Service Memo Due</i>	Mar 21,23	Volunteer Recruitment Volunteer Management
Jan 24,26	Board Operations Marketing Strategy Marketing Plan	Mar 30	Test #3 Group Projects Due
Jan 31	Test #1	Apr 4,6	Group Project Presentations
Feb 2	Intro to PR & Publicity PR Concepts & Tools Media Relations	Apr 11,13	Best Practices Survey Wrap-up and Review Take Home Questions
Feb 7,9	Finances Sources of Funding Government Sponsorships	Apr 18	Take Home Exam Due
Feb 14,16	Donation Campaigns Planned Giving Special Events		
Feb 28	Gaming <i>Vol. Letters Due</i>		

