

Grande Prairie Regional College

Business Administration

BA 2100 – Not For Profit Marketing 3(3-0-0), Fall 1990

Instructor: Rick Erlendson
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Office Hours: 8:30 - 9:30 Tue./Thur., by appointment, or on a drop-in basis if I'm free.

Course Description:

The understanding and application of basic marketing principles as they relate to a Not-for-Profit organization are discussed throughout the course. Concepts covered include forming a board, feasibility, management, the business plan, proposal writing, 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

- a.) Gain an appreciation of the scope and breadth of the not-for-profit (NPO) sector,
- b.) Understand the mechanics and legalities in establishing and operating an effective NPO,
- c.) Apply marketing concepts and tools to the successful operation of a NPO,
- d.) Experience volunteering first-hand through the performance of meaningful work for a NPO.

Text:

Gahlinger-Beaune, Rosemary. Good Work: An Operations Manual for Canadian Not-For-Profit Organizations. Toronto: McGraw-Hill Ryerson, 1993.

Course Evaluation:

a/ Exams	35%
(Two at 10% and one at 15%)	
b/ NPO practicum – community service	20%
(Two assessments at 10% each)	
c/ NPO profile	15%
d/ Proposal	20%
e/ Take home final	10%

The following topics will be covered utilizing the text:

feasibility studies, budgeting, forming and working with a Board, planning, personnel management, working with volunteers, fund raising, proposal writing, public relations and publicity, advertising and promotion.

Grande Prairie Regional College uses the following nine-point scale:

90 - 100%	9	markedly superior
80 - 89	8	excellent
72 - 79	7	very good
65 - 71	6	good
57 - 64	5	fair
50 - 56	4	poor
45 - 49	3	failure
26 - 44	2	
0 - 25		

NOTE: To pass BA 2100 you must complete all written assignments and complete the community service practicum.

Transferability:

Upon completion of the Business Administration diploma, this course transfers under a block transfer agreement toward a Bachelor of Administration (post diploma degree) with Athabasca University or a Bachelor of Management Degree with the University of Lethbridge. Aboriginal students are able to block-transfer to the University of Lethbridge to complete the Business Enterprises and Self-governing Systems of Indian, Inuit and Metis Peoples (BESS) program.

Course Format:

BA 2100 consists of three hours of instructional time weekly. Class work will consist of lectures, class discussions, small group work, in-class exercises, guest presentations, and student presentations.

Community Service Practicum:

True appreciation for the operation of NPOs is gained through actively participating in their work. Accordingly, 20 per cent of your course grade will be determined by your participation volunteering with a NPO of your choice.

You must complete your community service practicum (minimum 22 hours) according to the following schedule:

Wednesday, September 16	-memo submitted to me outlining your community service plan
Wednesday, October 14	-practicum evaluation #1
Wednesday, November 18	-practicum evaluation #2

Almost any form of useful work is acceptable concerning the community service practicum. For example, student in the past have done office work, produced a brochure, canvassed for funds, organized volunteers, worked at bingos, created a marketing plan, and established a filing system. The first step in the process is to establish which NPO you would like to volunteer with; the second step is to determine the type of volunteer work you could accomplish for the organization.

Please note that your "take home final exam" will be based on your volunteer experience, so volunteer work that allows you to learn about the inner-workings of a NPO is preferable. Students registered in BA 2090 should also note that volunteer work cannot be performed for the same organization you are linked with in Marketing Strategy.

Course Policies:

Assignments are due on the dates set by the instructor. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assignment grade. If you feel you have a valid reason for an extension, please request the extension prior to the due date.

Should you be unable to attend a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

All assignments must be word-processed or typewritten.

If you must miss an exam, advise me before the exam is administered. (A message on my answering machine is acceptable notice.) You will then be given the opportunity to write the exam in the Registrar's Office at a date and time convenient for you and the Registrar's Office – usually within a day of the missed exam. An unexcused absence from an exam will result in a grade of 0.

Should you not hand in an assignment in class when it is due, the following procedures should be followed:

1. Advise me that your assignment has not been completed; confirm the date you will complete it.
2. Deliver the assignment to the cashier's office where it will be placed in my mailbox. Please do not slide the assignment under me door or place it in the hot box in my mailbox. (Make yourself a copy for your files before handing in the assignment.)
3. Confirm with me that I have received the assignment.