

Not-for-Profit Marketing and Public Relations

BA 2100 (3-0)

Basic Course Information

Instructor

Tracy Howlett
Room C-406
Tel.: 539-2711 (messages)
E-mail: thowlett@gprc.ab.ca

Office Hours

Mon, Tues, Thurs. 2:30 – 3:30 p.m.
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.

Text

Gahlinger-Beaune, Rosemary. *Not For PROFIT, You Say! An operations manual for Canadian Non-profit organizations*. Burnaby: Open-Up Poste Production, 1990.

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	20%
Attendance	5%
Take Home Final	10%

NPO's - A source of career opportunities



Course Description

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

The overall goal of this course is to provide the student with knowledge of the concepts as well as an understanding of their application to the Not-For-Profit sector. This course will take place on Wednesday evenings from 6:00 to 8:50 p.m.

Tips for Succeeding in this Course

1. Start your community service hours during the first two weeks in September.
2. Choose a community service project that is doable by the middle of October.
3. Choose a partner for the press kit assignment with whom you work well.
4. Attend all classes; if you must miss for any reason, please let me know why. You are responsible for collecting any notes or handouts you missed. Contribute to your class.

The Course Work

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 and notify me regarding your absence.

Because the benefit one gets from an experience is directly proportional to the effort one puts into it, this mark is designed to encourage involvement in the class. It is valued at 5% and includes attendance and contributions to discussions.

Tests & Press Kit Assignment

All tests and the press kit assignment 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.

The Press Kit Assignment is due at the start of the class on the due date. Unauthorized late assignments will be assessed a 10 percent per day late penalty.

Specific instructions for the Press Kit Assignment will be distributed in class. This assignment will provide you with the opportunity to work with another one of your classmates to produce a professional press kit. It is worth 20% of your grade.

Three 75-minute tests will be given, each worth 15% of your course mark. 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. It is worth 10% of your final grade.

The take home question will be distributed during the second last week of class. It is due on December 9th.

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

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:

Wed., Sept. 18 Memo due to me outlining your community service plan

Wed., Oct. 23 Letter(s) verifying 20 service hours

Wed., Oct. 30 2 - 3 minute class presentation

Almost any form of useful work is acceptable to complete this requirement including: 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 23. 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 this course. On October 30, you will give a 2 - 3 minute presentation to the class about your experience. This presentation will be graded on a Credit/No Credit basis.

Key Dates

Wed, Sep 18	Community Service Plan Due	Wed, Nov 6	Test #2
Wed, Oct 2	Test #1	Wed, Nov 27	Press Kit Due
Wed, Oct 23	Community Service Hours Due	Wed, Dec 4	Test #3
Wed, Oct 30	Class Presentation - C.S Hours	Mon, Dec 9	Take Home Final Due

CLASS SCHEDULE FALL 2002

Date	Topics	Date	Topics
Sep. 4	<ul style="list-style-type: none"> - Course Overview - What is a NPO? - Trends affecting NPO's - Starting a NPO - <i>READ: Course Outline, Chapter 1</i> 	Oct 30	<ul style="list-style-type: none"> - The Press Conference - Publicity Events - Organizing a Promotion Campaign - <i>Class Presentation - C.S. Hours</i> - <i>READ: Ch. 6, pg. 224-35, Handout</i>
Sep. 11	<ul style="list-style-type: none"> - The Decision to Incorporate - Registering as A Charity - Introducing your new NPO - <i>READ: Handout</i> 	Nov. 6	<ul style="list-style-type: none"> - <i>Test #2</i>
Sep. 18	<ul style="list-style-type: none"> - Forming a Board of Directors - Organizational Structure of a NPO - Board Members: Roles, Responsibilities & Liabilities - Board Operations - <i>Community Service Plan Due</i> - <i>READ: Ch. 2 & 3 in text</i> 	Nov. 13	<ul style="list-style-type: none"> - Fundraising Overview - Donation Campaigns - <i>READ: Ch. 5, pg. 112-171 in text</i>
Sep. 25	<ul style="list-style-type: none"> - Volunteer Recruiting - Volunteer Management - <i>READ: Ch. 4 in text</i> 	Nov. 20	<ul style="list-style-type: none"> - Special Events - Draws and Raffles - Merchandise Sales - Proposal Writing - Accessing Govt. Funds - <i>READ: Ch. 5, pg. 172-200 in text</i>
Oct. 2	<ul style="list-style-type: none"> - <i>Test #1</i> - What is Public Relations? 	Nov. 27	<ul style="list-style-type: none"> - Gaming (Bingos, Casinos) - Planned Giving - <i>Press Kit Due</i> - <i>READ: Handout</i>
Oct. 9	<ul style="list-style-type: none"> - The Role of a PR Officer - Establishing Media Relations - Print Media & Printed Material - <i>READ: Ch. 6, pg. 201-210 & Handout</i> 	Dec. 4	<ul style="list-style-type: none"> - Wrap up and Review - <i>Test #3</i>
Oct. 16	<ul style="list-style-type: none"> - The Press Release/ Press Kit - Producing Printed Material - <i>READ: ch.6, pg. 210-215 & Handout</i> 	Dec. 9	<ul style="list-style-type: none"> - <i>Take Home Final Exam Due</i>
Oct. 23	<ul style="list-style-type: none"> - Photography - Publicity: Radio, TV, Direct, & Tech. - The Press Conference - <i>Community Service Hours Due</i> - <i>READ: Ch. 6, pg. 215-223</i> 		

POT OF GOLD !!!

