GRANDE PRAIRE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2100 MARKETING FOR NOT FOR PROFIT ORGANIZATIONS

TEXT:	Not For Profit, You Say!; Gahlinger-Beaune, Rosemary; Open-Up Poste Production; Burnaby, B.C.; 1990
PREREQUISITE:	BA 1090 or consent of the Instructor
COURSE DESCRIPTION:	This course will deal with the understanding and the application of basic marketing principles and practices as they relate to a Not For Profit (Public) Organization. Concepts covered to include Forming a Board, Feasibility, Management, Business Plan, Volunteer Ortganization, Sponsorships, Publicity, Promotion, fund Raising, Licensing, Gambling, Couponing, Concessions, Trade Shows, Direct Mail, Planned Giving and Advertising. All concepts will be interpreted from a "hands on" practitioner's point of view.
COURSE OBJECTIVE:	To understand the elements related to marketing and operating a Not For Profit (Public) Organization in Canada.

GRADING:

Quizzes	60%	(i.e. 4 @ 15% each)
Marketing Plan	40%	

IMPORTANT DATES

* Quizzes
  - September 28 — (Quiz #1)
  - October 19 — (Quiz #2)
  - November 9 — (Quiz #3)
  - December 4 — (Quiz #4)

* Marketing Plan - December 7

COURSE
CONTENT:

Module One
- What is Marketing to a Not For Profit
- Setting Up The Board
- Getting Smart
- Organizational Management
- Volunteer Organization

Module Two
- How to prepare a Marketing (Business) Plan

Module Three
- Sponsorships
- Publicity and Public Relations
- Promotions

Module Four
- Fund Raising
- Licensing
- Gambling
- Couponing

Module Five
- Concessions and Programs
- Trade Show involvement
- Direct Mail
- Planned Giving
- Advertising

RELATIONSHIP OF QUIZZES TO MODULES
* September 28   - Modules One and Two
* October 19   - Module Three
* November 9   - Module Four
* December 4   - Module Five

RELATIONSHIP OF MODULE TWO TO THE MARKETING PLAN
*   Students will select a Not For Profit Organization and
        prepare a 1993 Marketing Plan for the student's
        chosen Organization.   This Marketing Plan will
        constitute 40% of the student's final mark.