

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 Organization, 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 27	- (Quiz #1)
	- October 18	- (Quiz #2)
	- November 8	- (Quiz #3)
	- December 3	- (Quiz #4)

* Marketing Plan - December 8

**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

- * Quiz #1 - Modules One and Two
- * Quiz #2 - Module Three
- * Quiz #3 - Module Four
- * Quiz #4 - Module Five

RELATIONSHIP OF MODULE TWO TO THE MARKETING PLAN

- * Students will select a Not For Profit Organization and prepare a 1994 Marketing Plan for the student's chosen Organization. This Marketing Plan will constitute 40% of the student's final mark.