

MKTG 4810.001 – Nonprofit Marketing

MW 9:30-10:50 a.m.

Business Leadership Building 073

Prerequisite: None

Instructor: Eric Van Steenburg

BLB, #304C

phone: 940-565-3120

email: eric.vansteenburgh@unt.edu

Office Hours

MW 2-3:30 p.m.

T 9-11 a.m.

or by Appointment

Required Materials

- ✓ Andreasen, Alan and Kotler, Philip, (2008), *Strategic Marketing for Nonprofit Organizations*, 7th Edition, Upper Saddle River, NJ: Prentice-Hall. ISBN: 9780131753723

Course Description

This course introduces you to the basics of Marketing by exploring the functional, decision-oriented areas of marketing as they relate to nonprofit organizations. You will gain an idea of how marketing planning works, why nonprofit organizations support the mission that they do, how they support that mission through marketing principles, fundamentals, frameworks, and theories. Through reading, lecture, discussion, and field experience, students become involved in marketing and nonprofit organizations. Three (3) credit hours.

Learning Objectives

This course is an introduction to marketing in a nonprofit context. It is designed to help students:

- Recognize the key differences between marketing in a corporate and a nonprofit environment.
- Interact effectively in a nonprofit business environment and/or prepare one to be a manager of a nonprofit organization or a contributing member of a nonprofit board.
- Appreciate how people and nonprofit organizations think about their mission, and the impact of marketing on their decision making.
- Appreciate the role of marketing as part of a nonprofit's strategic efforts.
- Understand the marketing process and the basic framework for strategic thinking and decision-making.
- Analyze and evaluate marketing for nonprofit organizations in a critical way.
- Create or analyze a basic marketing plan showing applicable segmented markets, the marketing mix to be used, expected outcomes as a result of the marketing effort and a methodology for evaluation.
- Identify basic ethical issues inherent to nonprofit marketing and be able to identify an appropriate course of action for a nonprofit marketing practitioner to take.

Evaluation of Student Performance

Your final grade will be determined based on the following five (5) criteria:

- 1. Online Lectures** – There will be **five** online lectures in which I expect you to observe, listen to, and/or analyze video or audio presentations on topics in nonprofit business. **The online classes are available for one week starting at 8 a.m. on a Monday specified in the syllabus, and closing at midnight the following Sunday.** You will be graded on your answers to the associated questions that follow each presentation.
- 2. Grant Request** – Each student will be assigned a **“local”** nonprofit organization the second week of the course and will be required to prepare a grant request packet specific to the organization's needs and targeted to an appropriate funding resource. Materials to include in the grant request will be provided the third week of the course. All elements of the grant request must be in 12-point Times New Roman font and have 1-inch margins. **Students must provide a list of three preferred nonprofit organizations, in order of preference, at the end of the third class meeting.** Every effort will be made to match the student with his/her top choice.
- 3. Nonprofit Proposal & Presentation** – Students will form small groups to prepare and present a business proposal for a new nonprofit organization. Elements of the new NPO plan will be discussed throughout the second half of the semester. Presentations will take place during the last week of class.

4. **Class Discussion & Participation** – Your grade is comprised of two components:
- a) **Instructor evaluation** – You’re expected to adopt a positive and respectful attitude while in class and while working with others. You are expected to read the papers/articles/chapters as outlined, to arrive on time and fully prepared for all classes, and to meet all deadlines during the course. **I will monitor your attendance, the frequency and quality of your participation, the amount of interest shown in the course** (inside and outside the classroom), and how much you enrich the class through your work.
 - 0-20 points: People who don’t attend class regularly and when they do don’t participate.
 - 25 points: People who attend class but just sit and listen.
 - 30 points: People who attend class and participate occasionally.
 - 35 points: People who attend class and participate often.
 - 40 points: People who attend class and participate often and also show interest outside of the classroom.
 - 45 points: People who attend class and have extensive participation and constant interest outside the classroom.
 - 50 points: People who meet all the previous standards and enrich the class with voluntary extra work.
 - b) **Peer evaluations** – In order to avoid the “free-rider,” a peer evaluation will be turned in to me by the last week of class. **You will only evaluate your peers’ work, contribution, and effort – not your own.** The total evaluation by each student’s project mates will be considered in order to weight the group project grade assigned to each team member. **The index created by the peer evaluation depends on how each team member distributes the total work effort (100%) among teammates.** A peer evaluation form is included in this syllabus.
5. **Exams** – Three exams will evaluate your mastery of nonprofit marketing principles and disciplines taught throughout the semester. Material on the exams is taken from assigned readings, lectures, guest lectures, online classes, and class discussion. In other words, **anything covered during the semester since the most recent exam.** Exams will be a combination of multiple choice, fill-in-the-blank, definitions, and short essays.

Evaluation

Online Lectures – 5 @ 20 points each	100
Grant Request	100
Nonprofit Business Proposal & Presentation	150
Class Discussion & Participation	100
Exams – 3 @ 50 points each	150
Total	600

Grades will be awarded based on the following:

90%-100% (540+ points)	A
80%-89.9% (480-539 points)	B
70%-79.9% (420-479 points)	C
60%-69.9% (360-419 points)	D
Less than 60% (360 points or less)	F

All final grades are just that – FINAL. Please don’t wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away. **Please note that unless a student is confronted with a serious and absolutely unavoidable situation, missing any assignment will result in a zero (0).**

Guest Speakers

Numerous guest speakers will present in this course so that students are exposed to practitioner perspectives in nonprofit organizations. This is your opportunity to ask questions and explore how different companies approach various issues and compare best practices in nonprofit marketing. You should prepare for each guest speaker’s visit by briefly researching their organizations and prepare questions that you will bring to class and hand in at its conclusion. The following are sample questions. Do not copy them for class. You must come up with your own.

1. What is the organization’s mission?
2. What are your responsibilities?
3. Is there a marketing unit in your organization and, if so, how is it structured?
4. How is marketing for nonprofits different from marketing in a for-profit environment?
5. How important, in the mind of your organization, is marketing to organizational success?
6. Who are your stakeholders and publics?
7. What external factors affect your organization? It’s marketing?

Course Overview

To help you understand how you'll be spending your time in this course, the following is a breakdown of the time spent on each classroom-related component. It does not cover work done by students outside the classroom on projects or preparing for class, exams, or the presentation.

Lectures	50.0%
Online classes	19.3%
Guest Lectures	15.4%
Exams	11.5%
Presentation	3.8%

How to Succeed

1. Purchase the textbook and read the required chapters and additional readings before coming to class.
2. Attend all class sessions, come to class prepared by reading the associated chapters in the textbook, and participate fully in classroom discussions.
3. Ask questions in class of both the course instructor and guest speakers, particularly when you don't understand something just discussed.
4. Prepare questions for guest speakers and bring them to class prepared to engage.
5. Participate fully in both the individual and group project – your peers will determine half of your participation grade in this course.
6. Submit your peer evaluation accurately and on time – failure to complete a peer evaluation has cost students a letter grade in the past.
7. Complete all online courses in the prescribed timeframe, taking notes during those lectures.
8. Form study groups to exchange ideas, lecture notes, understand key topics, and help prepare for exams.
9. Complete all work on time and by announced deadlines.
10. Take advantage of non-graded points. Extra credit opportunities *may* present themselves during the semester.

Blackboard

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Announcements (**check Blackboard Learn regularly, particularly before a class**).
- Syllabus or Calendar updates/changes
- Online classes
- Lecture materials
- Grade posting

Contacting Me

Please **use my personal email, not the Blackboard email**, to contact me. I will typically respond within 24 hours and always within 48 hours. When you do contact me via email, you must write in complete, coherent sentences with proper grammar, spelling and punctuation. Emails that contain GSP errors or do not contain complete sentences will be ignored.

Makeups & Absences

Makeup exams will only be granted for excused absences in which the student contacts me in advance. Likewise, students must contact me in advance of missing any class or they will be counted absent, which will lower their participation grade appropriately. Remember, **contacting me prior to missing a class or exam constitutes a reason; contacting me after missing a class or exam constitutes an excuse**.

Grade Appeals, Withdrawals, and Incompletes

Please refer to the UNT Undergraduate Catalog for policies governing these actions. If you have any questions, please contact me for clarification. Note: An incomplete is for extraordinary circumstances and will not be used simply to provide more time to complete the course requirements.

If you disagree with how any assignment or examination was graded, you must submit a written appeal by email or letter before the start of the next class period. The email or letter must clearly state the rationale for the appeal and provide evidence to support your position. Appeals that do not provide supporting rationale and specific reference(s) to course materials will be returned without consideration.

Classroom Etiquette

Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades. Anyone accumulating more than three (3) unexcused absences in this course may be administratively removed.

I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

The use of cell phones, mobile devices, and laptops for non-course related purposes is prohibited during class. If your phone or mobile devices rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable each Monday through Thursday at this time. If you are using your mobile device in silent mode or your laptop for social networking, I will be happy to join in the conversation at a moment's notice. Classes **may not** be tape-recorded or videotaped without permission of the instructor.

Student Evaluation of Teaching Effectiveness

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students because I want to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

ADA Compliance

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the ADA and would like to request accommodation, please see me right away.

Academic Integrity Policy

Academic dishonesty includes cheating and plagiarism.

The term "cheating" includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other materials. (Source: Code of Conduct and Discipline at the University of North Texas)

For more information on academic dishonesty and academic integrity please go to the following link:

<http://vpaa.unt.edu/academic-integrity.htm>

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Peer Evaluation

Each team member is required to submit a peer rating form. This form is to contain an evaluation of each team member, with the exception of you. The form will be kept in strict confidence. In the space provided below, please fill in the names of your team members and record your peer rating for each. The form should be signed and returned to the faculty member.

The peer rating is based on a total awardable point base of 100 points for all team members other than yourself. If you do not allocate any rating to a member of your team we will understand that means 0. You should award the 100 points among your team members based on a consideration of the following:

- Willingness of the individuals to carry out jobs assigned
- Ability of the individual to meet deadlines
- Cooperation with the other team members
- Quality of the individual's work
- Individual's overall contribution to jobs required

	Team Member Names	Points Awarded
1		
2		
3		
4		
5		
6		

Total

100

Signature: _____ Team Name / Team Number: _____

Additional Comments:

MKTG 4810.001 Calendar – Spring 2013

(NOTE: Instructor reserves the right to make changes to this calendar at any time.)

Week	Lecture Topics	Readings	Key Info
1/14/12	Course Introduction Marketing & Nonprofits	Ch. 1	
1/21/12	Audience Mindset <i>Guest Lecture – Nonprofit Consultant</i>	Ch. 2	Online Lecture “Coca Cola”
1/28/12	Audience Behavior Using Marketing Information	Ch. 4 & 5	“Connecting With Your Cause”
2/4/12	Exam I Grant Proposal		“Attitude of Gratitude”
2/11/12	<i>Guest Lecture – Development Director</i> Strategic Planning	Ch. 3	“Define Your Audiences”
2/18/12	Branding & Image Segments, Targets & Positioning	Ch. 7 Ch. 6	Online Lecture “Generosity”
2/25/12	Value Propositions & Offerings <i>Guest Lecture – Marketing Consultant</i>	Ch. 8 & 9	“Creating Powerful Messages”
3/4/12	Pricing & Costs Exam II & Grant Request	Ch. 10	
3/11/12	SPRING BREAK – NO CLASSES		
3/18/12	Nonprofit Business Proposal <i>Guest Lecture – Executive Director I</i>	Ch. 11	Online Lecture “Architecture”
3/25/12	Marketing Communications Strategies	Ch.12 & 13	
4/1/12	Advertising, Persuasion & Advocacy <i>Guest Lecture – Communication Director</i>	Ch. 14	“Finding the Talent”
4/8/12	Developing Resources	Ch. 15, 16 & 17	Online Lecture “Laptops”
4/15/12	Organizing & Implementing <i>Guest Lecture – Executive Director II</i>	Ch. 18	“Are You Doing a Good Job?”
4/22/12	Evaluation & Monitoring Exam III	Ch. 19	
4/29/12	Review & Presentation Prep. Nonprofit Proposal & Presentation		Online Lecture “Teaching”