



EFFECTIVE: SEPTEMBER 2011
CURRICULUM GUIDELINES

A. Division: **Academic** Effective Date: **September 2011**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course

If Revision, Section(s) Revised:
Date of Previous Revision:
Date of Current Revision:

C: **MARK 3313** D: **Non-profit Marketing** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p>F: Calendar Description: This course introduces students to the challenges of marketing in the non-profit sector, defined as those organizations that seek to serve the public good without the motivation of profit. Students will learn the role and application of marketing to promote social change and to achieve social goals for non-profits organizations. Topics specific to the non-profit environment will include social and cause related marketing, fundraising, volunteer management and recruitment. Students will gain practice in applying marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, the arts, as well as goods and services.</p>								
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hour Seminar: 1 Hour Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>MARK 1120</p>							
	<p>I: Course Corequisites:</p> <p>Nil</p>							
	<p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p>							
	<p>K: Maximum Class Size:</p> <p>35</p>							
<p>L: PLEASE INDICATE:</p> <table style="border: none;"> <tr> <td style="border: 1px solid black; width: 30px; height: 20px;"></td> <td>Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">X</td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px;"></td> <td>College Credit Transfer:</td> </tr> </table> <p style="text-align: center;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>				Non-Credit	X	College Credit Non-Transfer		College Credit Transfer:
	Non-Credit							
X	College Credit Non-Transfer							
	College Credit Transfer:							

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. Explain the scale, scope and significance of the non-profit sector
2. Illustrate the uniqueness of marketing in the non-profit environment
3. Identify relevant stakeholders for diverse non-profit environments
4. Summarize the principles of segmentation, targeting, positioning and competitive advantage for non-profits
5. Analyze the funding, taxation and regulatory environment for non-profit organizations in Canada
6. Explain the role of volunteers and volunteer management in non-profits
7. Appraise the role of governance and, where applicable, boards for various non-profits
8. Interpret the concept of the value proposition and branding in the non-profit environment
9. Relate the role of the private sector, partnerships and alliances to the non-profit sector
10. Explain the role of the customer in the non-profit environment
11. Develop the marketing process as it relates to the non-profit sector including: performing a situational analysis, developing the marketing mix, managing costs, developing objectives and metrics for gauging success in marketing.

N: Course Content

1. **An introduction to marketing** in the non-profit sector – developments and challenges
2. **Developing a marketing orientation**, unique to non-profits
3. **Strategic marketing planning** for non-profits: value proposition, branding, segmentation, targeting, positioning, competitive advantage
4. **Designing the marketing mix**
5. **Developing resources**, managing costs and budgets and managing the regulatory environment
6. **Organizing for implementation** in specific non-profit environments: e.g. arts, education, health, charities
7. **Evaluation, monitoring and control** for marketing initiatives

O: Method of Instruction

Instruction methods used will be lectures, seminar/discussions, case analyses as well as student presentations. This may be supplemented by appropriate videos, guest speakers and classroom activities. Some sections of this course will be available on-line.

P: Textbooks and Materials to be Purchased by Students

To be determined

Q: Means of Assessment

Mid Term	20%
Assignments	10%
Final Exam	20%
Cases	20%
Term Project	20%
Participation.....	10%
	100%

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes

Course Designer(s): **Christina Cawkell**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar: **Ted James**