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Spring 1-2003

### MKTG 495.01: Nonprofit Marketing

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*University of Montana - Missoula*

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**MKTG 495**  
**Nonprofit Marketing**  
**Tuesday and Thursdays 2:10-3:30**  
**GBB L11**

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*Office Hours:* **Monday 11:00 – 11:45**  
**Wednesday 11:00 – 11:30** (Except for the 2<sup>nd</sup> Wed. of the Month)  
**Tuesday and Thursday 3:45 – 4:45**

*Other times by appointment. I am on campus every day, but I ask that you make an appointment since I must plan time for research, committee work, and other faculty responsibilities that take me away from my office.*

**The School's Mission Statement: The faculty and staff of the School of Business Administration at the University of Montana – Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.**

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**495 Nonprofit Marketing Course Description**

This course will examine the core values of marketing techniques associated with philanthropic and other nonprofit organizations. American philanthropy extends from small to large-scale enterprises, from organizations that shape the social and moral agenda to the provision of cultural services such as museums and theaters to interest groups such as social links, to educational and religious institutions. The scope and complexity of nonprofit organizations will be evaluated in terms of their goals and results. Students will be expected to draw from their personal experience as participants in the work of nonprofit organizations during this class.

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**Goal:** This course was planned to help you creatively deal with the marketing challenges nonprofit organizations face in the US today.

**Course Objectives:** To help you...

1. Understand how to create a limited fundraising plan for an NPO.
2. Understand the differences between marketing for nonprofit and for profit organizations.
3. Be qualified to be hired as a marketing director for an NPO.

**Requirements:**

Business people must meet deadlines. That's why all assignments are due when scheduled. In emergencies relating to health, please call and leave a message. I may require proof of illness. If a paper is late for any reason other than health, I reserve the right to dock the paper up to one letter grade per day late.

**Readings:**

Public Relations for Dummies - Yaverbaum  
Strategic Marketing for Nonprofit Organizations – 6<sup>th</sup> Edition –  
Andreason and Kotler

**Marketing Communications Plan Assignment:**

You will have the opportunity to work with a local non-profit to create a marketing plan. This project will require you to work on a team. **Your IMC Plan, however, will be your own work.** Because you will be working with a client, we will use a few class periods for client contact.

**Grading**

<b>1. 5 Homework and Writing Assignment (Press Release)</b>	30%
<b>2. Tests (2)</b>	20%
<b>3. Marketing Communications Plan Presentation</b>	25%
<b>4. Discussion/ Participation (including oral assignment 2/25)</b>	10%
	100%

DATE	ASSIGNMENTS
1/28	<b><i>The Nonprofit Voice</i></b> <u>Discussion Topic:</u> Introduction to Nonprofit Marketing
1/30	<u>Assignment:</u> Read Chapter 1 – Kotler <u>#1 Typed Homework Questions:</u> p. 31 – 1,2,5 <u>Discussion Topic:</u> Challenges of Being Heard in Missoula – Select NPO for Class
2/4	<u>Assignment:</u> Read Chapter 2 - Kotler <u>#2 Typed Homework Questions:</u> p. 58 – 2,3,5 <u>Discussion Topic:</u> Establishing an NPO Identity – “Developing a Customer Mindset”
2/6	<u>Assignment:</u> Read Chapter 3 – Kotler & Create a SWAT Analysis for your NPO organization <u>#3 Typed Homework Questions:</u> Answer Question #1 on p. 58 as it relates to your NPO <u>Discussion Topic:</u> Strategic Marketing Planning
2/11	<b><i>The NPO Identity</i></b> <u>Assignment:</u> Read Chapter 6 – Kotler <u>#4 Typed Homework Questions:</u> p. 178 Question #5 <u>Discussion Topic:</u> Segmentation Positioning and Branding
2/13	<u>Assignment:</u> Read Chapter 8 - Kotler <u>#5 Typed Homework Questions:</u> p. 236 Question #5 (Relate to your NPO) <u>Discussion Topic:</u> Attracting – Retaining Volunteers
2/18	<b><i>Broadcasting the NPO Voice</i></b> <u>Assignment:</u> Read Chapter 17 - Kotler <u>Discussion Topic:</u> Formulating Communication Strategies
2/20	<u>Assignment:</u> Chapter 17 (cont) <u>Discussion Topic:</u> Formulating Communication Strategies
2/25	<u>Assignment:</u> Read Chapter 18 - Kotler <u>Typed Homework Questions:</u> Discussion Questions p. 446 - ORAL <u>Discussion Topic:</u> Managing Communications Advertising/ Personal Persuasion
2/27	<u>Assignment:</u> Read Chapter 19 – Kotler & PR book p. 1-46 <u>Discussion Topic:</u> Team Meeting with Clients <b>Don't meet in Class</b>
3 /4	<b><i>Test over Chapters 18 &amp; 19 and PR book p. 1-46</i></b>
3/6	<b><i>PR Tactics</i></b> <u>Assignment:</u> Read Chapters 6 and 7 – PR p. 75-90 <u>Discussion Topic:</u> Relate ideas to strategies your NPO could use / Discuss in Class
3/11	<u>Assignment:</u> Read Newsletters – PR Chapter 8; PR Chapter 9 p. 91-102 & Press Releases p.103-112 <u>Discussion Topic:</u> Creating News Releases
3/13	<u>Assignment:</u> Read Chapter 12 – PR – p. 163-172; p. 203-230 <u>Discussion Topic:</u> Establishing Media Relations
3/18	<b><i>News Release Due for your NPO</i></b>
3/20	<u>Assignment:</u> Read Chapter 13 & 14 – PR - p. 173-202 <u>Discussion Topic:</u> Tuning into Radio / Getting PR on the Tube

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3/24-3/27 ***HAPPY SPRING BREAK!!***

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4/1 *Assignment:* Read Chapter 16 – PR – p. 231-244  
*Discussion Topic:* Using New Media  
***\*\*Contact your client to class on your team's presentation day.\*\****

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4/3 Review Questions Concerning IMC Plan

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4/8 Client Meeting - **Don't meet in Class!**

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4/10 ***Marketing Plan Due***

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4/15 *Assignment:* Read Chapter 24 – PR – p. 303-310  
*Discussion Topic:* Ethics

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4/17 Review of Course

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4/22 **Short Essay Test over major topics in course**

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4/24 *Presentation to Client*

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4/29 *Presentation to Client*

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5/1 *Presentation to Client*

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5/6 *Presentation to Client*

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5/8 Wrap up and Course Review

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## **NPO Integrated Marketing Communications Plan Outline**

- I. Situation Analysis**
  - A. The Environment**
  - B. The Competition**
  - C. The NPO**
  - D. The Target Audience**
- II. Market Segmentation – Database Analysis**
  - A. Primary Target Audience**
  - B. Secondary Target Audience**
- III. Marketing Objectives for event**
  - A. Primary Target Market**
- IV. Communication Objectives and Strategies**
  - A. Determine principal target audiences**
  - B. Determine overall product positioning and personality**
  - C. Determine best contact points for reaching and interacting with donor**
- V. Advertising**
  - A. Message Strategy**
    - 1. Target Audience**
    - 2. Key Selling Idea**
    - 3. Support of Promise**
    - 4. Tone and Manner**
    - 5. Desired consumer response**
  - B. Media Plan (based on contact point analysis)**
    - 1. Media Vehicles**
      - a. Broadcast**
        - (1) Television**
          - (a) Spot**
          - (b) Cable**
        - (2) Radio**
          - (a) Spot**
      - b. Print**
        - (1) Newspapers**
          - (a) Dailies**
          - (b) Weeklies**
        - (2) Magazines**
          - (a) Consumer**
            - i. specialty**
          - (b) Trade Association**
      - c. Direct Mail**
        - (1) Letters**
        - (2) Announcements**
      - d. Outdoor**
        - (1) Billboards**
        - (2) Transit**
        - (3) Stadiums/ Sports Arena Boards**
        - (4) Posters/ Banners**

- e. Interactive Media
          - (1) Web Sites
          - (2) CD-ROMs
        - f. Supplemental
          - (1) Specialty advertising items
      - 2. Media Scheduling
        - a. Media Schedule with rationale
        - b. Message effectiveness analysis
- VI. Sales Promotion
  - A. Partnering
- VII. Direct Marketing
  - A. Data Base Marketing
  - B. Direct Response
- VIII. Public Relations Strategies
  - A. Publicity
    - 1. All Vehicles need strategy for each medium used
- IX. Merchandising Strategies
  - A. Organization identity and branding
  - B. Collateral Materials
  - C. Point of Contract Materials (POC)
- X. Evaluation and Control
  - A. Pre-testing/ post testing
  - B. Monitoring and Control
  - C. Customer Feedback/ Database building