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### BMKT 412.01: Nonprofit Marketing

Carol L. Bruneau

*University of Montana - Missoula*, [carol.bruneau@umontana.edu](mailto:carol.bruneau@umontana.edu)

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**BMKT 412: Nonprofit Marketing  
Spring 2018**

**PROFESSOR:** Dr. Carol L. Bruneau

**OFFICE:** GBB 303  
**PHONE:** 243-6178  
**FAX:** 243-2086  
**E-MAIL:** [Carol.Bruneau@business.umt.edu](mailto:Carol.Bruneau@business.umt.edu)

**CLASS SCHEDULE:** Tuesday/Thursdays 12:30-1:50 pm GBB L09

**OFFICE HOURS:** Wednesdays 10:00 am-12:00 pm  
Thursdays 2:00 - 4:00 pm or by appointment.  
Walk-ins are always welcomed

**REQUIRED MATERIALS:**

Readings will be assigned and provided during the semester.

**COURSE OBJECTIVES:**

1. To understand the use of marketing concepts, theories and practices as applied to nonprofit organizations.
  
2. To work with local nonprofit organizations to provide volunteer support and to conduct marketing plans that will aid the organizations in accomplishing their missions and obtaining their objectives.

### **MISSION STATEMENT:**

The University of Montana's School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

Learning Goal 1: SoBA graduates will possess fundamental business knowledge.

Learning Goal 2: SoBA graduates will be able to integrate business knowledge.

Learning Goal 3: SoBA graduates will be effective communicators.

Learning Goal 4: SoBA graduates will possess problem solving skills.

### **COURSE EXPECTATIONS:**

This course is an advanced undergraduate course intended for marketing majors and other students who are interested in the marketing of nonprofit organizations. Class sessions will be devoted to the discussion of selected concepts, research studies and applications. Students will be working with a nonprofit organization of their choice to volunteer time and conduct a marketing plan. **BMKT 325 is a prerequisite to this course. You must have already taken (cannot be currently taking) BMKT 325 to be enrolled in BMKT 412. There may be exceptions to this if you are not a Business major.**

It is expected that students will approach this course in ways that will maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of hands-on exercises. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read Preparation time may vary somewhat depending on the assignment, but can be expected to average two or three hours per class session.

The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussions and in-class exercises. **QUALITY** of participation rather than **QUANTITY** will

be judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor.

**NO LATE WORK WILL BE ACCEPTED.** Late work is defined as any work not turned in when the professor collects it on the day the assignment is due. **NO EXTRA CREDIT WORK WILL BE ACCEPTED.**

You are encouraged to visit me during my office hours if you have any questions, problems, or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time. Also, if I am in my office when you walk by, I'm always willing to meet with you.

#### **SEMESTER PROJECTS:**

Groups of up to 3 students will conduct a marketing plan for a local nonprofit organization. Choose a client that fits with your interests and your attitudes. I will provide details of the marketing plan during the second week of class. I will have a list of potential projects for students to consider. There will be several drafts of this project turned in during the semester. I will provide a schedule next week. Each of these drafts will be graded. At the end of the semester, each group will present its results to its client. All group members must participate in the 20 minute presentation.

#### **VOLUNTEER TIME:**

Each student is to spend 20 hours volunteering for a nonprofit organization throughout the semester. It would be beneficial to volunteer for your marketing plan client, but that may not be possible. This volunteer time is not related to the semester project. Time spent on researching and writing your project cannot be counted as volunteer time. Time sheets will be provided to record your time. **WARNING: DO NOT WAIT UNTIL THE END OF THE SEMESTER TO DO YOUR VOLUNTEER TIME!**

#### **CLASS PARTICIPATION:**

Randomly throughout the semester in-class projects will be conducted. **You must be in class to receive credit for these assignments. The first assignment is to turn in an autobiography. The form for this is on the last two pages of this syllabus. It is due on Tuesday, February 8.** I will always take roll when we have a guest speaker in class.

**GRADUATE CREDIT:** If you are taking BMKT 337 for graduate credit, please see me early in the semester. We will negotiate an extra project for you to complete during the semester. It is up to you to make the effort to set this up to receive graduate credit.

#### **EMAIL FROM STUDENTS:**

You **MUST** use your official UM email accounts if you wish to email me. Otherwise, I will be unable to respond. In addition, I expect you to use a proper salutation and correct grammar in your emails. Please do not use text messaging abbreviations.

**STUDENT CODE OF CONDUCT:** All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available on line at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Moreover, as the Catalog reads (in terms of Academic Policies and Procedures regarding plagiarism specifically):

“Plagiarism is the representing of another's work as one's own. It is a particularly intolerable offence in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to Academic Court for possible suspension or expulsion.”

It continues,

“Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording *but also ideas*. Acknowledgement of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own original work is plagiarism.”

So, *ALWAYS* err on the side of caution by citing the resources used in preparing your work. Moreover, *always* use direct quotations for exact wording taken from another source.

Finally, I am well aware of the various websites where one can go to find “free term papers.” Believe me, it is not worth the gamble with your academic future. If I catch a student plagiarizing or cheating on any portion of a paper or an exam, the student will earn a zero on that assignment/exam.

**STUDENTS WITH DISABILITIES:**

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson154. I will work with you and DSS to provide an appropriate accommodation.

**GRADING:**

The following weights will be used to compute your course grade:

Written assignments (Drafts, etc)	30%
Written Marketing Plan	35%
Marketing Plan Presentation	15%
Class participation/in class projects	10%
Nonprofit volunteering	10%

All courses conducted by the Management & Marketing Department will be graded on a +/- basis. Below is the grade scale for this grading method.

$A \geq 93$	$77 \leq C+ < 80$
$90 \leq A- < 93$	$73 \leq C < 77$
$87 \leq B+ < 90$	$70 \leq C- < 73$
$83 \leq B < 87$	$60 \leq D < 70$
$80 \leq B- < 83$	$F < 60$

Grades will not be curved or rounded up.

**BMKT 412 - COURSE OUTLINE AND ASSIGNMENTS**  
**Spring 2018**

<b>Week of:</b>	<b>TOPIC AND ASSIGNMENTS</b>
1/23	Introduction to Course
1/30	How to Conduct a Nonprofit Marketing Plan
2/6	Stakeholders of Nonprofit Organizations
2/13	Autobiographies Due
2/20	Marketing Research for Nonprofit Organizations
2/27	Branding of Nonprofit Organizations
3/6	Fundraising for Nonprofit Organizations
3/13	Fundraising (continued)
3/20	Promotion Decisions for Nonprofit Organizations: Advertising & Public Relations
<b>3/27</b>	<b>SPRING BREAK!! HAVE FUN!!!</b>
4/3	Promotion Decisions for Nonprofit Organizations: Public Relations
4/10	Promotion Decisions (continued)
4/17	Distribution/ Pricing Decisions in Nonprofit Organizations
4/24	Social Media in Nonprofit Organizations
<b>5/1</b>	<b>Student Group Presentations</b>
<b>5/3</b>	<b>Student Group Presentations</b>

## **PROFESSOR'S AUTOBIOGRAPHY:**

**CAROL L. BRUNEAU** – I was born in Stillwater, Oklahoma and had a fairly normal childhood. I attended Oklahoma State University and received a B.S. degree in sociology/anthropology. After graduation, I attended Arizona State University where I worked on an M.S. degree in archeology. I never finished this degree, but I did have some great experiences conducting fieldwork in Israel, Arizona and New Mexico. After dropping out of the graduate program, I became a secretary as the utility of an anthropology degree seemed to be questioned by many employers. Finally, tiring of not having any spending money, I returned to Oklahoma State University to work on an MBA degree. It was then that I discovered the wonderful world of marketing that allowed me to combine the study of human behavior that I had found interesting in anthropology with the money-making potential of an MBA degree.

After graduation, I worked as a Market Research Scientist for Battelle Pacific Northwest Laboratories in Richland, Washington for 5 years. Battelle is the largest not-for-profit contract research organization in the world. The Battelle office in Richland primarily conducts research for the U.S. Department of Energy and the Hanford Nuclear Reservation. My duties at Battelle included being responsible for supplying marketing expertise and management to a variety of contract research projects. Major areas of research that I participated in included: technology transfer and diffusion, consumer decision-making, innovative technology concepts, and market assessments. I was also the technical liaison between Battelle and eight Native American reservations located near the Hanford site for a dose reconstruction project.

Although I liked my work at Battelle, I decided it was time for a new challenge. I moved to Tucson, Arizona and began working on a Ph.D. degree in marketing at the University of Arizona in the Fall of 1991. I finished this degree in 1996.

In January of 1995, I interviewed with the Management Department of the University of Montana and was offered a position as an assistant professor. I am still thrilled after being here 15 years to have found such a great job in such a beautiful place with such great colleagues and students. I have taught Marketing Principles, Consumer Behavior, Marketing Management (undergraduate and graduate level), Marketing and Culture, and most recently, Sports Marketing. I have a variety of research interests including sensorial marketing, generational studies, qualitative research methodology, and sports marketing. I will be teaching Nonprofit Marketing in Spring 2011 and am looking forward to that.

My hobbies include wine tasting, gourmet cooking (and eating!), traveling, hiking, playing golf (badly), reading, watching spectator sports (Go Griz, OSU Cowboys and SCOTT DIXON!) and observing human (consumer) behavior wherever it occurs. I do spend quite a bit of time in Oklahoma where my cat and my guy live (it's complicated!)



**YOUR AUTOBIOGRAPHY:**

NAME: \_\_\_\_\_

Hometown: \_\_\_\_\_

Address:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Major: \_\_\_\_\_

Company where employed: \_\_\_\_\_  
(if applicable)

Year in college: \_\_\_\_\_

What do you expect from BMKT 412? Are there any nonprofit marketing topics that you would specifically like me to cover?

**OVER >>>>>>>>**

Please use the space below to write a little something about yourself similar to the autobiography that I wrote. Include why you are taking this class and what you plan to do with your degree after graduation. Also, tell me about your background (especially business experience that you have had), your extracurricular activities, hobbies or other interests, and/or anything else you think I might find interesting. This autobiography should be turned in **during class on Tuesday, February 8.**