



MLS 624: Marketing for the Non-Profit Leader

Student Syllabus for the Master of Science in Leadership Studies Program

Course Description

Non-profit leaders are spokespeople for the mission and cause of their organization. In this course, students will learn how to shape a marketing program that grows with the organization, using smart and savvy communication techniques, both offline and online. Combining a biblical perspective, big-picture management, and strategic decision-making along with tips for implementing a marketing program day-in and day-out, this course provides a simple yet powerful framework for building support for the organization's mission and programs.

Course Introduction

In this course, students will learn key marketing concepts for today's nonprofit. The textbook was specifically chosen to provide practical, at-a-glance information that a nonprofit leader can take with him or her into the workplace. As such, the text is not highly theoretical or deeply academic. Consequently, much of the work you will be doing in this course involves outside research and other scholarly pursuits that commensurate with a graduate level course.

Course Outcomes

Upon completion of this course, the learner will be able to:

1. Recognize the different circumstances of nonprofits that require novel approaches to marketing different than for-profit companies.
2. Articulate the importance of knowing the audience and ways to mobilize the organization's stakeholders to assist in marketing efforts.
3. Evaluate various ways that today's leaders must balance creativity with the fiscal stewardship of the nonprofit to maximize its message through storytelling, social media, and internet presence, social capital, and delegation.
4. Develop and produce a detailed marketing plan that demonstrates mastery of course concepts applied to a real life example.
5. Examine the Biblical principles that can guide a proper understanding of marketing principles and the ways in which a nonprofit leader can engage marketing from a Christian perspective.

Course Texts

Miller, K. L. (2010). *The nonprofit marketing guide: High-impact, low-cost ways to build support for your good cause*. Jossey-Bass.

Textbook Disclaimer

The textbooks for this course were chosen because their primary content directly relates to the objectives of this course. At times, there may be items or issues that are not presented from a proper Christian worldview. As such, the textbooks do not represent an endorsement by Geneva College or the relevant academic department at Geneva College.

Learning and Physical Disabilities Policy

Geneva College values diversity and inclusion and recognizes disabilities as an aspect of diversity. Our shared goal is to create learning environments that are accessible, equitable, and inclusive, ultimately leading to the success of our students in and beyond college. Therefore, Geneva College complies with the ADA as well as Section 504 of the Rehabilitation Act by affording reasonable accommodations to qualified students with disabilities. Any student with a disability who needs academic accommodations should contact Geneva's Student Success Center (SSC) to arrange a confidential appointment with the Director of the SSC before or during the first week of classes. (Some accommodations may take time to put into place, so it is advised to request this appointment as early as possible.) Legally, no retroactive accommodations can be provided. Accommodations for disabilities are available only as recommended by the SSC. Students whose accommodations are approved will be provided confidential letters which students should review and discuss with their instructors in relation to course requirements. Students who have questions about their right to benefits or have grievances under these statutes should contact the Director of the SSC. For more details, visit the [Student Success Center website](#) or call 724-847-5005.

The Grading System in the MSLS Program

Letter grades for the MSLS program are A, B, C, and F. Geneva includes pluses (+) and minuses (-) in the determination of the grade point average (GPA). Grade points are assigned for each semester hour of credit earned according to the following grading system:

Letter Grade	Percentage	GPA	Explanation
A	92.00% - 100.00%	4.0	Excellent
A-	90.00% - 91.99%	3.7	
B+	87.00% - 89.99%	3.3	
B	83.00% - 86.99%	3.0	Good
B-	80.00% - 82.99%	2.7	
C+	77.00% - 79.99%	2.3	

C	73.00% - 76.99%	2.0	Satisfactory
C-	70.00% - 72.99%	1.7	
F	< 70.00%	0.0	No Credit Given
WX, WP, WF			Withdrawal

Policy on Academic Honesty

Geneva College has adopted a campus wide policy on academic honesty; the main portions of which are summarized here. Students should become aware of the fuller policy found in Appendix A of the student handbook.

When an instructor has reason to believe that dishonest behavior has occurred, the parties involved should be confronted as soon as possible by the instructor and notification made to the Department of Professional and Online Graduate Studies (see Appendix A of the student handbook).

Sanctions may be levied on the student, which could range from an informal warning to expulsion, based on the seriousness of the student's offense (see Appendix A of the student handbook).

Students may appeal any disciplinary action by following the procedure laid out in the College's Policy on Academic Honesty (see Appendix A of the student handbook).

Students are encouraged to visit www.plagiarism.org in order to clarify what constitutes plagiarism as well as a number of other academic standards. This website also provides directives as to how to avoid committing this act and how to properly cite academic sources.

Turnitin Policy

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Students must agree to the End User License Agreement (EULA) for Turnitin. Use of the Turnitin service is subject to the Usage Policy and Privacy Pledge posted on Turnitin.com. Assignments that are not submitted through Turnitin will not be graded and will not receive credit.

Participation Policy

In the online environment, **participation is marked by the completion of an academic event in each session (week) of the course.** Academic events include, but are not limited to, submission of a class assignment, participation in class discussion forum, or completion of a quiz/exam.

If no academic event is completed within the first session (Week 1) of a course, the student will be administratively withdrawn from the course. Beyond the first session, if no academic event is completed for a class session, the student will be considered as having not participated in that week of class, which in some cases may result in zeros on the missed assignments and a half-letter grade deduction from the student's final course grade.

If a student does not complete an academic event for two consecutive sessions, the student will either be administratively withdrawn from the course or will receive a final course grade of F, depending on how much of the course has transpired at the time of the second week of nonparticipation. For more details, please review Geneva's Student Handbook ([Undergraduate](#) and [Graduate](#)).

Course Evaluation

Criteria	Points Breakdown	Points
Discussion Forums (7)	30 points each	210 points
Nonprofit Marketing Plan Parts 1-4	60 points each	240 points
Marketing Activities (3)	60 points each	180 points
Oral Presentation	One Submission	100 points
Final Nonprofit Marketing Plan	One Submission	205 points
Total		935 points

Assignment Descriptions

Discussion Forums

Class participation is monitored by postings and responses in the discussion forum. Typically, class participation is composed of two parts:

- Part 1 – Requires you to go to your discussion forum and post a response to a question or prompt that is written in your syllabus by Wednesday at 11:55 pm (EST) of your scheduled session week. Your instructor will generally respond to your post within 24 hours. Depending on the nature of the assignment, the instructor may have a follow up question for you, ask you for clarification or further details, or direct your conversation to someone else for rebuttal.
- Part 2 – Respond back to your instructor's post. In addition, post a response to at least two of your fellow classmates' postings, using 1 or 2 paragraphs. Your response should further the discussion (e.g., ask a question, provide further information or examples, or introduce a different opinion). In particular, one response to a classmate **MUST** be in the form of a question

that seeks to further the conversation. Your question must be posed by 11:55 pm (EST) Friday of the scheduled session week so that your classmate has adequate time to answer it.

Likewise, if a question is posed to you by Friday night, you are also required to answer it.

Part 2 of these online activities (response to instructor, response to classmates' questions of you, and responses to your classmates) must be completed by 11:55 pm (EST) Saturday of each session.

NOTE: How to earn full credit in graduate-level discussion forums:

1. Become familiar with the discussion forum rubric, which is available to you in all of your Moodle classroom discussion forums.
2. Be thoughtful in your responses and incorporate examples from your personal and professional experiences and references to the course material (e.g., readings, lecture, videos, audio clips, scripture, etc.) when appropriate. Remember to cite all sources and references according to proper APA style.
3. Incorporate outside, individually sought research in all initial discussion forum postings. These outside sources' content should relate to the discussion prompts and the week's course materials. The source(s) that you select can either provide further support for or a different opinion on the week's course materials. Furthermore, the source(s) must reinforce and add clarity to the points you are making in your initial discussion forum posting.
4. Do MORE THAN THE MINIMUM. Responding to the discussion contributions of 2 peers is REQUIRED as the minimum in all discussion forums. Doing the minimum does NOT guarantee full credit. In order to earn full credit, you will have to do MORE than the minimum 2 responses to classmates' posts (see the rubric for more detail).

Your posting and responses will be graded by your instructor. For a detailed description of your responsibility in discussion forum postings, please see the "Interacting in the Online Environment" section in the MSLS Student Handbook.

Nonprofit Marketing Plan Parts 1-4

Throughout this course, students will complete four written assignments that will build toward the completion of a final nonprofit marketing plan. These written assignments will provide the student with an opportunity to work on a sizable project in manageable parts and give the instructor the opportunity to provide guidance and feedback throughout the course. Specific instructions for completing these written assignments can be found in the course outline below.

- Session 1: Nonprofit Marketing Plan Part 1
- Session 3: Nonprofit Marketing Plan Part 2
- Session 5: Nonprofit Marketing Plan Part 3
- Session 7: Nonprofit Marketing Plan Part 4

Each of these written assignments will be graded on content, style, and timeliness. They should adhere to all page length requirements and typical APA style and formatting (double spacing, proper APA citations, etc.).

All written assignments are due by 11:55 pm (EST) Saturday of the designated session week.

Marketing Activities

Throughout this course, students will complete three marketing activities that will require them to respond to and apply some of the key course concepts. Specific instructions for completing these activities can be found in the course outline below.

- Session 2: Marketing Activity 1 – Focus Group
- Session 4: Marketing Activity 2 – Storytelling
- Session 6: Marketing Activity 3 – Annual Reports

Each of these assignments will be graded on content, style, and timeliness. They should adhere to all directions, page length requirements, and typical APA style and formatting (double spacing, proper APA citations, etc.) unless otherwise specified.

All marketing activities are due by 11:55 pm (EST) Saturday of the designated session week.

Nonprofit Marketing Plan

For your Nonprofit Marketing Plan, you will need to respond to a given scenario.

Your proposal will need to consist of the following parts (use Table 2.1 “Elements of a Comprehensive Marketing Plan” in your textbook as a guide):

1. Background of the Nonprofit Organization
2. Marketing Goals
3. Environmental Analysis
4. Audience and Segmentation
5. Messaging
6. Marketing Tactics
7. Short-term Steps
8. Long-term Steps
9. Budget and Staffing
10. Strategy Metrics
11. Ethical Concerns and How a Christian Perspective Can Impact Your Plan

The course textbook provides a summary of these elements, but it is not meant to serve as an exhaustive compendium of what goes into each category. As this is a graduate level course, **the expectation is that you will be responsible for finding the additional research and information on your organization and on all of the proposal's components.**

NOTE: Although you will be submitting drafts of this project as written assignments throughout the course, the final project will be a standalone grade. The expectation is that you will be revising your drafts based on instructor feedback, and thus, your final project should look dramatically different than the original drafts. This project should not be considered simply a sum of the individual parts.

In total, the Final Nonprofit Marketing Plan should be 15-20 pages in length (not including cover sheet and reference page) and adhere to typical APA style and formatting (double spacing, proper APA citations and headings, etc.).

The Final Nonprofit Marketing Plan is due by 11:55 pm (EST) Saturday Session 8.

Oral Presentation

In Session 8, students will prepare an 8-10 minute oral presentation on their Final Nonprofit Marketing Plan. For this presentation, students will pretend that they are presenting their marketing plan at the nonprofit's next Board meeting, and their classmates will serve as the Board of Directors. The student's job will be to convince the Board to approve their marketing plan.

The oral presentation will be an audio embedded PowerPoint presentation that will be uploaded to a forum in the Moodle classroom. Your fellow classmates and instructor will be able to view your presentation, ask questions, and make comments. If you need further instructions for recording your audio embedded PowerPoint, a tutorial will be available in your Moodle classroom.

After uploading your presentation, watch 5 of your classmates' presentations. Ask questions and give feedback to each of these 5 students' presentations. Feedback should be approximately 50 words and include opportunity for constructive feedback on the presentation's content, style, and delivery. This is not an opportunity to be critical, but to help each other to improve and develop skills in presenting.

Students must post their audio embedded PowerPoint by 11:55 pm (EST) Wednesday Session 8.

Feedback on 5 classmates' presentations must occur by 11:55 pm (EST) Saturday Session 8.

Professional Skills in Your Online Courses

All courses in your Geneva College Online program will provide you with an opportunity to develop valuable skills that can positively influence your professional and career development. Each course at

Geneva provides numerous opportunities to develop skills employers desire in their employees and job candidates in areas including, but not limited to, written communication, research, critical thinking, and decision-making. However, targeted skill sets are also developed through the learning in particular courses.

After successful completion of this course, you will be able to add these particular skills to your bank of professional assets:

Estimating/ Forecasting Skills



Skillful in performing numerical and statistical calculations to provide useful information

Design Skills



Creation of a plan or convention for the construction of an object, system, or measurable human interaction

Written Communication Skills



Ability to organize knowledge and beliefs into convincing arguments and to convey meaning through well-constructed text

Composition Skills



Ability to express an inner ideal into an artistic, creative, or aesthetic form

Research Skills



Skillful in compiling, organizing, and using data to enhance planning and effectiveness