

MGT 5520: Nonprofit Marketing and Community Relations

Shorter University

Instructor Information

This can be found directly on the course Moodle page.

Course Information

- Prerequisites: None

Course Description

This course covers the principles of marketing and public relations. Students will learn marketing strategies best suited for the nonprofit sector, communication and media management, and the relationship between marketing and donor development. Students will also explore mission driven marketing and service marketing. Special attention will be given to Human Services Organizations.

Materials Inventory

Textbook - Required

Fisk, R; Grove, S; & John, J. (2014). Services Marketing. (4th ed.). Southwestern: Cengage.
ISBN 978-1-285-05713-2

Publication manual of the American Psychological Association (2010). 6th ed. Washington, DC:
American Psychological Association.

Additional Materials

- Galileo and Shorter University library resources, as required
- [Guidelines for Writing Academic Papers](#)
- [Overview of and How to Avoid Plagiarism](#)

Additional Links

[Center for Nonprofit Excellence](#)
[The Standards for Excellence Institute](#)
[Georgia Center for Nonprofits](#)

Course Objectives

Upon completion of the *Nonprofit Volunteer Management* course, each student will be able to:

- Analyze and evaluate the principles of marketing and public relations within a nonprofit organization (Educational Principles III, IV, and VIII).
- Examine various service marketing strategies and their application within the nonprofit sector (Educational Principles III, IV, and VIII).
- Examine the role of social media and communication when constructing a marketing plan (Educational Principles IV and VIII).
- Assess management's role in developing and implementing a service marketing plan (Educational Principles II, III, and VIII).

Course Outcomes

The following outcomes are expected of each student for *Nonprofit Volunteer Management*:

- Through participation in robust discussion posts, students will be able to analyze, evaluate, and synthesize data related to service marketing and public relations in the nonprofit sector.
- Through a thorough analysis of various service marketing approaches, students will demonstrate the ability to develop a marketing plan.
- Through completion of weekly writing assignments, students will demonstrate the ability to analyze, synthesize, and integrate information from the literature as it applies to service marketing and management within the nonprofit sector.
- Through the completion of a marketing plan and a video/commercial, students will demonstrate the ability to analyze, synthesize, and apply knowledge learned throughout this course.

Assignment Overview and Grading Information

Weekly Assignments

Each week you will read assigned chapters from the required textbook, review relevant websites, videos, and resources; and demonstrate your knowledge of the information by writing short papers.

Discussion Posts

Post your original discussion by the third day of class, and post two additional posts by the seventh day. Student needs to post on three different days to receive a maximum grade. Points will be deducted for grammar, APA errors, and spelling issues.

Final Project: Marketing Plan & Marketing Video/Commercial

The purpose of this assignment is to synthesize the knowledge learned throughout this course to develop an efficient and effective marketing plan. Students will select a Human Services nonprofit organization and conduct a thorough analysis of the organization. Students will use this analysis to construct a marketing plan.

The marketing plan should contain the following sections:

Organizational assessment

- Mission, Vision, and Objectives of the organization
- Define your brand - what differentiates your organization
- Define your target audience
- The purpose and goal of the marketing plan

Crafted key organizational marketing messages

- Tagline
- Brand and mission message
- Elevator pitch
- Define your tools and channels
- Social media plan
- Advertising methods

Develop an implementation plan

- Budget
- Timeline
- Resources

Evaluation plan

- How will you track your messages?
- How will you track your progress/success?

Students will create a marketing commercial via YouTube. The marketing video should contain the following:

- Tagline
- A curated marketing message that communicates your brand, elevator pitch, etc.

*This video/commercial should communicate the message and image you want publicized about your organization.

Grading Criteria

Assignment	Points
Discussion Forums - 8 discussion questions x 25 points (at least 100 words) Responses at least 50 words	200 points
Graded Assignments - 7 graded assignments x 25	175 points
Marketing Plan - 6 parts x 50	300 points
Marketing Video/Commercial	150 points
Total	825 points

Grading Scale

- A = 90-100%
- B = 80-89%
- C = 70-79%
- F = 69- Below

Discussion Forums

Graded Assignments and Discussion Boards	
Answers Questions and Responds to Classmates Appropriately	25 Points
Partially Answers Questions/ Responds to Classmates Appropriately	15 Points
Response is Off-Topic/Does Not Respond to Classmates Appropriately	0 points

Discussion Boards

Post your original discussion by the third day of class, and post two additional posts by the seventh day. Student needs to post on three different days to receive a maximum grade. Points will be deducted for grammar and spelling issues.

Course Discussion and Participation

Evaluated continuously throughout the course.

Post your original discussion by the third day of class, and post two additional posts by the seventh day. Student needs to post on three different days to receive a maximum grade. Points will be deducted for grammar, lack of APA formatting, and spelling issues.

Policies and Procedures

Late work

All work is expected to be submitted on-time. Any work submitted *after* the due date will receive a 10 percent penalty per day up to three days. A grade of zero (0) will be issued if no work is submitted after the three-day penalty period. Any student that has a verifiable emergency and is unable to meet coursework requirements will be granted make-up assignment dates per the instructor. *Please note:* Verifiable emergencies include, but are not limited to the following: medical, funeral, jury duty, or other emergency notice.

Netiquette

Please use this link for guidelines [course netiquette](#).

Writing Expectations

Shorter University emphasizes the importance of employing proper grammar, composition, and writing style across the curriculum. All papers should demonstrate appropriate writing skills and adherence to APA formatting guidelines.

Library Resources:

Librarians are available during reference hours to assist you. To contact the librarian on duty, please call the Rome librarians. It can be reached toll-free at 770-748-0231 + extension. Local numbers are 706-233 + extension

Reference Hours**

Library Hours- Livingston Library at the Rome campus

- Mon – Th. 8:00 a.m. – 11:00 PM
- Friday 8:00 a.m. – 5:00 PM
- Sat 1:00 p.m. – 5:00 PM
- Sun 2:00 p.m. – 11:00 PM

Class Attendance

Online courses are typically delivered asynchronously, meaning that there are no fixed times when students need to be online. While there is no standard attendance policy for online classes, students are expected to log-in to class several times each week to check for updates and to communicate with the professor and/or with other students. There will also typically be deadlines for the completion of assignments, and there may be requirements that the student participate each week in online chats or forum discussions. In some cases there may be a

requirement for the student to log-in at a particular time during the week to participate in a group chat or discussion. As with any traditional course, a student cannot skip several weeks of online classes and expect to succeed! Students should consult each class syllabus for specific requirements.

No Show Policy

Students who fail to complete the mandatory introduction forum within the first 9 class days from the start of the session will be automatically dropped from the class. PLEASE NOTE: Students must login as well as complete mandatory introduction forum within this 9 day period. Simply logging into a course will still constitute as a NO SHOW for the course if the mandatory introduction forum within the actual online course platform is not completed within the first 9 class days from the start of the session.

Students who do login and complete the mandatory introduction forum within the first 9 days from the start of the session, but who then stop participating in their online class will NOT be automatically withdrawn from the class. To withdraw from the class the student must send an e-mail to their advisor and his or her instructor from his or her Shorter e-mail account requesting to withdraw. The withdrawal will be effective from the date of the e-mail request. An automatic F will be given if a student is not properly withdrawn.

Academic Integrity Policy

A Community of Honor

As a liberal arts university committed to the Christian faith, Shorter University seeks to develop ethical men and women of disciplined, creative minds and lives that focus on leadership, service and learning. The Honor System of Shorter University is designed to provide an academic community of trust in which students can enjoy the opportunity to grow both intellectually and personally. For these purposes, the following rules and guidelines will be applied.

Academic Dishonesty

"Academic Dishonesty" is the transfer, receipt, or use of academic information, or the attempted transfer, receipt, or use of academic information in a manner not authorized by the instructor or by university rules. It includes, but is not limited to, cheating and plagiarism as well as aiding or encouraging another to commit academic dishonesty.

"Cheating" is defined as wrongfully giving, taking, or presenting any information or material borrowed from another source - including the Internet by a student with the intent of aiding himself or another on academic work. This includes, but is not limited to a test, examination, presentation, experiment or any written assignment, which is considered in any way in the determination of the final grade.

"Plagiarism" is the taking or attempted taking of an idea, a writing, a graphic, musical composition, art or datum of another without giving proper credit and presenting or attempting to

present it as one's own. It is also taking written materials of one's own that have been used for a previous course assignment and using it without reference to it in its original form.

Students are encouraged to ask their instructor(s) for clarification regarding their academic dishonesty standards. Instructors are encouraged to include academic dishonesty/integrity standards on their course syllabi.

Procedure

- A. It is the responsibility of an instructor to certify that academic assignments are independently mastered sufficiently to merit course credit. The responsibility of the student is to master academic assignments independently, refrain from acts of academic dishonesty, and refuse to aid or tolerate the academic dishonesty of others.
- B. If an instructor determines that the student is guilty of academic dishonesty, the instructor must discuss the matter with the student. In the event the instructor cannot reach the student in a timely manner, such as when the student has gone home at the end of a semester, the instructor may assign a grade of "I" (Incomplete) until the student can be contacted and the matter of academic dishonesty discussed. The instructor then completes the "Academic Violation Form" (see Appendix A) which should include evidence and other necessary documentation. The instructor will determine the appropriate remedy: either to assign a grade of zero on that assignment in question or a grade of "F" in the course. The student will designate whether he/she accepts the remedy for the violation of the dishonesty policy or wishes to appeal the instructor's decision. If a student elects to appeal, the "appeal due date" line must be completed on the Academic Violation Form. (See the Appeals section below for more information regarding the appeals process)
- C. Upon completion, the instructor forwards the Academic Violation Form to the Registrar's for the placement in the student's permanent record. The Registrar will forward copies of the Academic Violation Form to the student, the faculty member, department chair, academic dean, dean of students, provost, and president. Not appealing when the form is first completed or by the appeal due date will be taken as an admission of guilt, except under compelling circumstances to be determined at the sole discretion of the provost.
- D. If upon receipt of the Academic Violation Form the Registrar determines that the student is guilty of a second offense, then a grade of FD (Failure Due to Academic Dishonesty) will be assigned by the Registrar for the course regardless of the remedy specified on the Academic Violation Form. Assigning the FD is to be done by the Registrar when the second Academic Violation Form is placed in the student's record, and the Registrar will notify all parties in writing. The student is then permanently barred from membership in any honorary society and is permanently ineligible for any SU honor list. The student may petition the Academic Integrity Appeals Committee to have the dishonesty notation removed from the transcript after one year or upon graduating from the University if no additional dishonesty offenses occur and the student satisfactorily completes the Academic Integrity Program. The grade of F remains on the transcript. Upon receipt by the Registrar of a third offense, the Registrar will assign the grade of FD and then notify all parties. After all appeals are exhausted, if the third offense still stands, then the

student will be permanently expelled from the University. The notice of expulsion will be forwarded to the student, department chair, appropriate academic dean, dean of students, provost, and president. A copy of the final report with the three offenses will become a part of the student's permanent record. The university reserves the right to expel the student after a first or second offense, depending on the circumstances and at the sole discretion of the provost.

Appeals

- A. The student who wishes to appeal an academic violation charge should submit his/her appeal in writing to the chair of the appropriate department by the appeal due date indicated on the Academic Violation Form, which is normally within ten regularly scheduled class days after the completion date of the Academic Violation Form. This statement should contain the reasons for which the student is appealing the instructor's decision. The burden of proof lies with the student in such a case to show that an error or malfeasance has occurred. Within ten regularly scheduled class days of receiving the written appeal, the department chair will notify in writing both the instructor and the student of the chair's decision. If the department chair is also the instructor who files the Academic Violation Form, then the student must appeal to the appropriate academic dean.
- B. When, in the opinion of the department chair, the student fails to show reasonable cause for further investigation, the chair may deny the appeal without taking further action. When, in the opinion of the department chair, a student's appeal raises reasonable doubt as to whether a mistake or malfeasance has occurred, the chair will meet with the faculty member and with the student and render a decision within ten regularly scheduled class days of the receipt of the appeal. If the decision favors granting the student's appeal, the department chair may request that the Registrar remove the Academic Violation Form from the student's record. The chair will notify both the student and the instructor of this action.
- C. If the student files the initial appeal or elects to appeal the chair's decision during Maymester, Summer I, Summer II or during final exam week of the Fall or Spring semesters and if the instructor or department chair is not available during that time, all of the foregoing time requirements begin to run with the first day of class in the next major term. In extreme or unusual circumstances regarding the timeliness of the appeals process, the provost will make the final determination.
- D. Any student who has exhausted the remedies open under the procedures outlined above may appeal the entire matter to the Academic Integrity Appeals Committee in writing within ten regularly scheduled class days of receiving the response from the department chair. Upon receipt of the appeal, the Academic Integrity Appeals Committee will review the matter and issue a decision within fifteen (15) regularly scheduled class days. The Academic Integrity Appeals Committee has the authority to deny the appeal, reduce the penalties in the event of extenuating circumstances, or direct the registrar to remove the record of the Academic Violation Form from the student's permanent record. The results of the Academic Integrity Appeals Committee are final.

- E. All results from the proceedings of the Academic Dishonesty Appeals Committee should be reported to the appropriate academic dean, dean of students, provost, and president as information.

NOTE: During the appeals process, the student may continue to attend the class in which the violation occurred.

Students Needing Accommodations

Shorter University provides accommodations for students who have a disability. The student must contact the Director of Educational Support in FSU 219 (706-233-7323) as soon as possible to discuss your needs. Shorter University is committed to providing access to programs and services to all qualified students with disabilities. Student Support Services is located in the Fitton Student Union, Room 219 (706-233-7323). Academic support is available to all students through the Center for Learning and Academic Success at Shorter (CLASS). The Center offers peer tutoring and coordinates study groups for students seeking assistance. Also, students can receive help with writing through individual tutoring in the Writing center. CLASS is located on the second floor of the Sheffield-Thompson building in the Bailor Suite.

Course Schedule

Module 1 – Week 1

Objectives

Upon completion of this class, each student will be able to:

1. Examine the nature of services.
2. Differentiate the marketing of services from the marketing of physical goods and their facilitating services.
3. Explain the characteristics of all services.
4. Examine the key components of the service experience.
5. Explore the services marketing triangle.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Chapters 1 & 2 Watch – Smart Ways to Market a Service Business	

Discussion Board	What is service marketing and how does it apply to nonprofit organizations? What types of services do nonprofit organizations provide? Also, discuss the relationship between the classification of services based on services fields and services customers.	Initial post by the 3 rd day of the class – Every week - you must a post on 3 different days during the week. All posts must be completed before the end of the week (within 7 days of the start date).
Writing Assignment	Discuss the role of customer in the nonprofit sector? What role do service frameworks play in marketing? Compare and contrast three service experience frameworks. This should be 2-3 pages and supported by two scholarly references in addition to the text.	Due day 7 by 11:55pm
Marketing Plan Assignment	Create or select a Human Services nonprofit organization to use for your marketing plan. Write an organizational overview which includes the mission, values, and history of the organization.	Due day 7 by 11:55pm

Module 2 – Week 2

Objectives

Upon completion of this class, you should be able to:

1. Demonstrate how services marketers can enlist information technology to empower their customers and communicate their marketing plan.
2. Emphasize the need for an integrated approach to marketing communications for nonprofit services.
3. Examine the advertising of mission driven services.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Chapters 3 & 9 Watch – Why Nonprofit Organizations Invest Big in Social Media	
Discussion Board	How can a nonprofit organization use technology and social media to communicate their mission? How are mission and service connected?	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be

		completed before the end of the week (within 7 days of the start date).
Writing Assignment	Secure 3 scholarly articles related to mission driven marketing and/or services. Highlight the major components of the articles and conclude with recommendations on how an organization can use their mission to implement and market services.	Due day 7 by 11:55pm
Marketing Plan Assignment	Determine and outline the target audience (i.e. donors, customers, etc.) and the purpose and goal of the marketing plan. Be sure to clearly describe each target audience type.	Due day 7 by 11:55pm

Module 3 – Week 3

Objectives

Upon completion of this class, each student will be able to:

1. Evaluate the need for an integrated approach to marketing communications for services.
2. Examine the role of the marketing mix in communicating with customers of a service.
3. Examine the advertising of services.
4. Explain the role of the service setting as an aspect of marketing a service.
5. Discuss the role of publicity and public relations for nonprofit services.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Chapters 4 & 5 Watch – United Nations Foundation VP Aaron Sherinian Discusses Nonprofit PR	
Discussion Board	To attract customers and donors, service organizations often strive to link their service name with something positive such as delighted customers or being newsworthy in a positive way. Service organizations must also have plans to battle negative publicity when it occurs. Discuss the importance of public relations in nonprofit marketing and ways to address	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed before the end of the week (within

	negative publicity.	7 days of the start date).
Writing Assignment	Secure 3 scholarly articles related to nonprofit service marketing and public relations. Analyze and summarize each article. Discuss your analysis and highlights of each article. Conclude with suggestions on how to manage public relations and publicity (both positive and negative) within the nonprofit sector.	Due day 7 by 11:55pm
Marketing Plan Assignment	Craft the key organizational marketing message (s) your organization wants to communicate. Define your tools and social media plan, etc.	Due day 7 by 11:55pm

Module 4 – Week 4

Objectives

Upon completion of this class, each student will be able to:

1. Analyze various marketing strategy in service organizations.
2. Describe the process of scanning the service environment and examine how the external environment affects the service sector.
3. Explain the process of planning a service's marketing strategy.
4. Examine the tasks of positioning and segmentation for the service organization.
5. Evaluate the unique strategic challenges facing service organizations.
6. Discuss the importance of service strategies for competitive advantage.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Chapter 13	
Discussion Board	The seven basic challenges relating to marketing strategy were discussed in the textbook. Provide an analysis of two of the challenges and propose ways to minimize or eliminate the challenge. In addition to your text, You must also utilize at least 1 scholarly article to support your response.	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed

		before the end of the week (within 7 days of the start date).
Writing Assignment	Use the internet and scholarly articles to research the marketing strategy of a major Human Service nonprofit organization. Analyze their strategy and discuss the strengths and weakness of their existing strategy. Be sure to propose a solution or ways to improve their strategy weakness.	Due day 7 by 11:55pm

Module 5– Week 5

Objectives

Upon completion of this class, each student will be able to:

1. Evaluate the relationship between marketing and donor relations and development.
2. Explore the theoretical background of marketing activities and fundraising success.
3. Explore the role media segments have in donor development.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Week 5 Article – Preliminary Empirical Analysis of the Relationship Dynamics between Marketing Activities and Fundraising Success in Nonprofit Organizations. Watch – Nonprofit Marketing and Fundraising Trends to Watch in 2015	
Discussion Board	Is marketing related to fundraising and donor relations? How and why? How can a nonprofit organization address current donors and potential donors when their public image is damaged?	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed before the end of the week (within 7 days of the start date).
Writing Assignment	Secure 3 scholarly articles related to nonprofit marketing and donor development. Analyze and summarize each article. Discuss your analysis and	Due day 7 by 11:55pm

	highlights of each article. Conclude with suggestions on how to attract and keep donors with marketing strategies.	
Marketing Plan Assignment	Develop and outline your marketing implementation plan.	Due day 7 by 11:55pm

Module 6 – Week 6

Objectives

Upon completion of this class you will be able to:

1. Assess the importance of branding in the nonprofit sector.
2. Analyze the role of social media in nonprofit branding activities.
3. Explore the role of branding in nonprofit marketing.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	<p>Week 6 Article – Using Video to Build an Organization’s Identity and Brand: A Content Analysis of Nonprofit Organizations’ YouTube Videos</p> <p>Watch – Nonprofit Marketing: Strategic and effective Marketing Communications</p>	
Discussion Board	<p>View this video. Analyze the marketing effectiveness of this video. What was the message communicated? What impact did the video have on your perspective of the organization? What is their brand?</p>	<p>Initial post by the 3rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed before the end of the week (within 7 days of the start date).</p>
Writing Assignment	<p>Secure three scholarly articles addressing brand development in the nonprofit sector. Analyze and summarize each article. Discuss your analysis and highlights of each article. Conclude with suggestions on how to develop and communicate</p>	<p>Due day 7 by 11:55pm</p>

	your brand in the nonprofit sector.	
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Module 7 - Week 7

Objectives

Upon completion of this class you will be able to:

1. Explore the use of logic models in marketing evaluation.
2. Analyze the importance of tracking marketing progress & success.
3. Assess management's role in developing and implementing a service marketing plan.

ITEMS TO BE COMPLETED		DUE DATES
Reading Assignment	Week 7 Article – 7 Steps to creating your best Nonprofit Marketing Plan Ever (specifically page 17). Logic Models	
Discussion Board	What value does evaluation have in marketing? Is it important to evaluate progress in mission driven and service marketing? Explain your response. Be sure to utilize at least one scholarly article.	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed before the end of the week (within 7 days of the start date).
Writing Assignment	Use the logic model process to map your marketing plan. Construct a marketing plan logic model.	Due day 7 by 11:55pm
Marketing Plan Assignment	Evaluation plan - How will you track your messages? How will you track your progress/success?	Due day 7 by 11:55pm

Module 8 – Week 8

Objectives

Upon completion of this class you will be able to:

1. Produce a concise marketing plan for the identified nonprofit organization.
2. Construct a marketing video/commercial.

- Discuss the relationship between services marketing, mission driven marketing, donor relationships, and public relations in the nonprofit sector.

ITEMS TO BE COMPLETED		DUE DATES
Discussion Board	Discuss the relationship between services marketing, mission driven marketing, donor relationships, and public relations in the nonprofit sector. What aspects of marketing are unique to the nonprofit sector?	Initial post by the 3 rd day of the class – Every week - you must have a post on 3 different days during the week. All posts must be completed before the end of the week (within 7 days of the start date).
Marketing Plan Final Submission	Submit your complete, revised, and finalized marketing plan.	Due day 5 by 11:55pm
Marketing Video Message/Commercial	Upload your YouTube marketing video.	Due day 5 by 11:55pm
End of Course Survey	Be sure to complete the end of course survey located in week 8 in the course room.	Before end of the week (within 7 days of the start date)