

**College of Public Service
Department of Public Administration
PADM 6970 Marketing for Nonprofit Organizations (Hybrid)
Fall 2015**

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Department of Public Administration

This is a sample for prospective students. Current students should NOT purchase books based on this - consult your instructor!

Office Hours: Monday-Thursday, 1PM-3PM, or by appointment

Course Description

This graduate course offered by the College of Public Service and Urban Affairs can be applied to the College's graduate degree programs—the MPA or the Ph.D—as well as to the Graduate Certificate Program in Nonprofit Management.

Marketing, branding and the use of social media are important components of nonprofit development and management. Like private sector organizations, nonprofits use a variety of media to reach their core constituents, advertise their services and successes and to create a buzz about new initiatives. Yet, the effectiveness of marketing in boosting an organization's bottom line remains largely unknown.

This course is designed to introduce students to the use of marketing techniques used by nonprofit organizations to create unique brands and reach organizational stakeholders. This course will address important marketing and outreach issues facing nonprofits; in addition, it will focus on best practices and critically assess the return on investment in social media and marketing for nonprofits.

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Social Marketing: Influencing Behaviors for Good, 4th Edition. Nancy R. Lee and Philip Kotler. Sage Publications: Thousand Oaks, CA.

Supplemental readings will be assigned as the instructor sees fit. These will include journal articles, popular press and nonprofit websites.

Course Goals and Outcomes

This course will focus on the nonprofit (and public) organizational issue of social marketing. Generally social marketing techniques are used to influence individuals, or groups, to change their behavior in order to improve a social good such as: individual health, the environment, and the community. Upon the completion of this course:

- Students will understand the principles and purpose of nonprofit marketing.
- Students will explore techniques for conducting traditional and social marketing programs.
- Students will develop a nonprofit marketing plan.
- Students will analyze nonprofit marketing plans for effectiveness, efficiency and projected outcomes.
- Students will examine the role of marketing as a component of a nonprofit organization's overall strategic plan.
- Students will research the current utilization and performance of social marketing campaigns.

- Students will be able to discuss ethical implications and considerations in nonprofit marketing and take ethical stands on various issues involved in the process of marketing.
- Students will explain the links between classroom learning and field practice on the subject matter.

Instructional Methodology:

PADM 6970 is a hybrid course utilizing traditional class lectures & discussions, eLearn, a core text, supplemental readings, videos, websites and lectures. Students are expected to work together, and with the instructor, through the eLearn discussion forums and other associated technologies.

It is the student's responsibility to frequently check the eLearn course pages to complete assignments and participate in discussion boards. The instructor reserves the right to modify reading assignments or post discussion topics as needed based on industry news. Any modifications will be posted no later than one week prior to the class/web date.

If a student has a question about an assignment or needs something clarified, please utilize the discussion board in *eLearn* so that the entire class can benefit from the question and answer. If your question is of a confidential nature, please email the instructor directly at kchilton@tnstate.edu. The instructor will respond within 48 hours.

Course Policies

- You must participate weekly in this course.
- You are expected to complete all assigned readings and participate in online forums and discussions in ways that demonstrate your proficiency with the material.
- All assigned readings and activities should be completed before the session assignments are attempted. Additional readings will be assigned as necessary.
- Forum participation and discussions are to be conducted in a respectful manner and with respect to proper internet etiquette.
- You all are expected to participate in online activities. *Active and constructive* participation will count towards the final grade.
- Plagiarism is not acceptable. All work must be original, or its source must be clearly cited according to APA requirements.
- Professional and respectful conduct is expected of all students. Late assignments will not be accepted unless the student can document legitimate extenuating circumstances beyond their control. No make-up quizzes or exams will be given unless exceptional extenuating circumstances can be proven. Inform the instructor *in advance* of any extenuating circumstances—sooner is better than later.

E-Learn Website

Specific instructions and guidance for all assignment submissions will be available on the course eLearn web site. In addition to course materials and assignment instructions, participants will find additional readings, discussion opportunities, individual or group communications, assignment submission systems and a private view of individual grades on the eLearn site. Students who are not familiar with the TSU eLearn system will need to spend time becoming acquainted before attempting to access or communicate through the system. Participants will submit written assignments through the course eLearn web site drop box no later than midnight on the due dates, unless otherwise instructed on the assignment sheet. Late submittals will be downgraded unless arrangements are made ahead of time.

with the instructor. Each day or part of a day an assignment is late will result in the reduction of the assignment grade one level, e.g. from A to A-. eLearn is not a difficult system to learn, and the Help Desk provides ample help and tutorials. Student claims about the system not working will not, by themselves, be an acceptable excuse for late assignments.

Instructor Responsibilities:

As the Instructor, I also have responsibilities to ensure the adequate progression of the course. These include:

- You will receive grades and/or feedback on assignments no later than two weeks following the due date.
- I will be present during all of my office hours unless you receive an e-mail one hour prior to the beginning of the office hours indicating otherwise.
- I will respond to all electronic communication; however, I will not respond to e-mails sent after 5:00pm until the next morning.

Meeting Schedule:

We will meet every 2 weeks at the Avon Williams Campus. The first week, August 24, will be at the Avon Williams Campus.

Assignments**Participation:** (75 points/ ongoing discussions)

Attendance and participation in class meetings as well as participation in web-based discussions will constitute 25% of students' overall grades. Students should be prepared to discuss what was learned from assigned readings and to present relevant philosophical, theoretical, or practical comments or questions for class consideration. In addition, students are expected to be professional in all course related discussions.

Nonprofit Survey and Analysis: (50 points)

The instructor will assign you three different nonprofit organizations in the Nashville region. You will contact each organization and complete a survey designed by Dr. Chilton. You are responsible for writing a 2-page analysis of the feedback.

Critical Assessment: (75 points)

Each student is responsible for one critical assessment. Each student is tasked with researching and critiquing two nonprofit marketing campaigns. The media assignment should be 5-page long. A detailed assignment description will be posted in the content section of eLearn. In addition, each student will present a 5-minute PowerPoint presentation highlighting the organizations' marketing and critical assessment.

Social Marketing Plan, Group Project: (150 points / due December 8th)

Student Groups will complete a formal social marketing plan for a nonprofit agency of your choice. The format of the project is outlined in assigned readings and will be discussed in class. You must submit your final plan electronically via *eLearn* (and/or by email to the instructor) by 11:59 PM on December 8th to receive credit. Late papers will NOT be accepted. A detailed assignment description will be posted in the content section of eLearn.

Course Grades:

Grades will be determined as follows:

Total Points Available 350

315+ points:	A
280-314 points:	B
245-279 points:	C
210-244 points:	D
<210 points:	F

Assignment Due Dates: (all assignments are due by midnight via eLearn on the date indicated)

Survey Assignment, September 9th

Group Case Study Outline, September 30th

Critical Assessment, October 7th

Social Marketing Plan DRAFT November 11th

Social Marketing Plan, December 8th

Discussion Assignments: Every Sunday by midnight

Evaluation Procedures

All online discussions and submitted written work will be graded based on the degree to which students:

1. Demonstrate clear understanding of the concepts presented in the assigned readings
2. Apply these concepts to analyze the issues and policies covered in this course and form ideas of their own about these issues and policies.
3. Discuss social marketing theories, techniques and issues using facts drawn from the readings and their own research.
4. Demonstrate their ability to compare and contrast ideas, issues and policies, offer penetrating criticisms and appraisals, and their own clear ideas.
5. Express themselves clearly and effectively, with correct spelling and grammar in all online discussions and submitted work.

Additionally, participation grades will be based on all the individual participation in online discussions. Participation in class online discussion will also be carefully reviewed and assessed on the following: (1) participation in **each** discussion; (2) constructiveness, and thoughtfulness of student's contribution; (3) observance of appropriate net etiquette.

With each written assignment, you will be evaluated in accordance with an assignment description provided in the content area of eLearn. Effective social marketing is particularly dependent upon good writing skills that convey information effectively, persuasively, accurately, and concisely to donors, funders, and key stakeholders. For this reason, writing assignments will be evaluated both for the quality of their content and ideas and for the clarity of expression.

Write papers using a 12-point font, 1-inch margins, and double spacing (unless otherwise specified in the assignment description). The Publications Manual of the American Psychological Association is the standard for writing and referencing papers in our college. You may use the APA Research Style Crib Sheet at <http://www.docstyles.com/apacrib.htm> if it is helpful, but if there are questions, the APA manual is the final standard unless superseded by course instructions.

Other writing resources are available at:

· <http://owl.english.purdue.edu/handouts/research/#writing>

· <http://www.cs.cmu.edu/afs/cs.cmu.edu/user/mleone/web/how-to.html>

Plagiarism

Written work **must be original and academic dishonesty will not be tolerated**. Students should conform to copyright laws as subscribed to by the university. This means that copyright protected materials and software may not be copied or redistributed without permission. These rules apply to all assignments and discussions for this course, including online discussions and assignments for course modules. The rules of academic integrity also cover the work of other students. Students are strongly advised to review the **TSU Student Handbook** section on “Academic misconduct” (p. 16), and to visit the following website: <http://www.plagiarism.org/>

Learning Disability

The College of Public Service and Urban Affairs, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medical ly documented disabilities. The instructor must be aware of your status if it will affect your class activities and assignments **before** assignments are due. If you believe you need special accommodation, please contact Ms. Patricia Scudder, Director of Students with Disabilities, Disabled Student Services office, at 615 963-7400, preferably within the first week of class.

Course Module Calendar (subject to change)

****Please note that all assignments are due by midnight on the date given in the unit title.**

Module 1 Avon Williams: Introduction to PADM 6970 [August 26th]

Resources

Course Syllabus

Read: <http://www.kenscommentary.org/2014/08/als-ice-bucket-challenge-movember-and.html>

Watch: <http://www.pbs.org/wgbh/pages/frontline/generation-like/>

Assignments

Discussion Forums

- A. Student Introductions
- B. Reactions to PBS Frontline's "Generation Like"

Module 2 ONLINE: What is Social Marketing? [September 2]

Resources

Lee & Kotler, Part 1: Chapter 1

http://turningpointprogram.org/Pages/pdfs/social_market/smc_basics.pdf

http://turningpointprogram.org/Pages/pdfs/social_market/smc_managers_online.pdf

<http://www.social-marketing.com/WhatIs.html>

Assignments

Weekly Discussion Question

Select Group Members

Develop Weekly Presentation Schedule

Module 3 AVON WILLIAMS: The Social Marketing Planning Process [September 9]

Resources

Lee & Kotler, Part 1: Chapters 2 & 3

www.social-marketing.org/success.html

http://www.ventureneer.com/big-ideas/social-media/case_studies

http://turningpointprogram.org/Pages/pdfs/social_market/smc_lessons_from_field.pdf

Assignments

Weekly Discussion Question

SURVEY ASSIGNMENT

Module 4 ONLINE: The Social Marketing Planning Process #2 [September 16]

Resources

Lee & Kotler, Part 1: Chapters 2 & 3

www.social-marketing.org/success.html

http://turningpointprogram.org/Pages/pdfs/social_market/smc_lessons_from_field.pdf

Assignments

Weekly Discussion Question

Module 5 AVON WILLIAMS: Analyzing the Environment [September 23]

Resources

Lee & Kotler, Part 2: Chapters 3 & 4

<http://www.social-marketing.com/process.html>

<http://www.social-marketing.com/research.html>

<http://innovationinsights.wired.com/insights/2014/04/digital-darwinism-disruptive-technology-changing-business-good/>

Assignments

Weekly Discussion Question

Module 6 ONLINE: Target Audiences [September 30]

Resources

Lee & Kotler, Part 3: Chapters 6 – 8

<http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/>

<http://archive.wired.com/wired/archive/12.10/tail.html>

<http://npengage.com/nonprofit-fundraising/boost-donor-acquisition-online-fundraising/>

Assignments

Weekly Discussion Question

GROUP ASSIGNMENT OUTLINE

Module 7 AVON WILLIAMS: Social Marketing Strategies [October 7]

Resources

Lee & Kotler, Part 4: Chapters 9 -14

http://findarticles.com/p/articles/mi_m0CTG/is_2-3_18/ai_108194963/

<http://www.social-marketing.com/building.html>

http://www.blackbaud.com/files/resources/downloads/WhitePaper_BBIS_SocialMediaStrategy.pdf

<http://smq.sagepub.com/content/18/1/55.full.pdf+html>

Assignments

Weekly Discussion Question

CRITICAL ASSESSMENT DUE

Module 8 ONLINE: Social Marketing Strategies #2 [October 14]

Resources

<http://www.ctnonprofits.org/ctnonprofits/sites/default/files/fckeditor/file/resources/publications/NPA-articles/IncreaseyourVisibilitywithaMarketingCommunicationsPlan.pdf>

<http://www.nolo.com/legal-encyclopedia/getting-charitable-donors-nonprofit-30200.html>

<http://sumac.com/building-awareness-four-great-non-profit-videos/>

Assignments

Weekly Discussion Question

Module 9 AVON WILLIAMS: Social Marketing Case Studies [October 21]

Resources

www.social-marketing.org/success.html

http://www.ventureneer.com/big-ideas/social-media/case_studies

<http://www.nptechforgood.com/2013/04/22/12-must-know-stats-about-social-media-fundraising-and-cause-awareness/>

<http://www.bethkanter.org/nonprofits-instagram/>

<http://www.nonprofithub.org/aroundtheweb/periscope-for-nonprofits-a-quick-guide-review/>

Assignments

Weekly Discussion Question

Module 10 ONLINE: Managing Social Marketing Programs [October 28]

Resources

Lee & Kotler: Part 5, Chapters 15 & 16

<https://hootsuite.com/>

<http://blog.hubspot.com/marketing/nonprofits-social-media-marketing-data>

Assignments

Weekly Discussion Question

Module 11 AVON WILLIAMS: Designing a Social Marketing Plan [November 4]

Resources

Lee & Kotler: Social Marketing Planning Worksheets (pgs.459-471)

Social Marketing Plan Examples and Guidelines:

o <http://www.quickmba.com/marketing/plan/>

o <http://www.saltermitchell.com/tools/smDIYsmplan.pdf>

o <http://www.ci.kirkland.wa.us/Assets/Public+Works/Public+Works+PDFs/Transportation/PedFlag+Marketing+Plan.pdf>

o http://socialmarketing.blogs.com/r_craig_lefebvres_social/2008/09/planning-a-social-marketing-program.html

o http://www.cdc.gov/dhds/cdcenergy_training/content/activeinformation/example-social.htm

o <http://hubpages.com/hub/sample-social-marketing-plan>

o <http://www.subhub.com/articles/the-essential-social-media-marketing-plan-for-any-website-part-1>

o <http://www.finrafoundation.org/web/groups/foundation/@foundation/documents/foundation/p118440.pdf>

Assignments

Weekly Discussion Question

Module 12 ONLINE: Social Marketing Ethics [November 11]

Resources

<http://www.social-marketing.org/papers/allianceJan2000.html>

<http://ro.uow.edu.au/cgi/viewcontent.cgi?article=1528&context=hbspapers>

Assignments

Weekly Discussion Question
GROUP ASSIGNMENT DRAFT DUE

Module 13 AVON WILLIAMS: The Political Dimensions of Social Marketing [November 18]

Resources

<http://smq.sagepub.com/content/18/1/3.full.pdf+html>

http://www.ponarseurasia.com/sites/default/files/policy-memos-pdf/pepm_159.pdf

<http://britishlibrary.typepad.co.uk/socialscience/2013/08/the-internet-social-media-and-propaganda-the-final-frontier.html>

<http://www.smh.com.au/it-pro/government-it/israeli-propaganda-war-hits-social-media-20140717-ztvky.html>

<http://news.nationalgeographic.com/news/2014/05/140510-ukraine-odessa-russia-kiev-twitter-world/>

Assignments

Weekly Discussion Question

Module 14 AVON WILLIAMS: Group Presentations [December 3rd]