

PADP 8220 MARKETING FOR NONPROFIT AND PUBLIC ORGANIZATIONS

Course Syllabus SPRING 2021



BASIC INFORMATION

Class Information

PADP 8220
Section 45085
3:55pm-6:45pm Tuesday
Fine Arts 400

Instructor Information

Rebecca Nesbit, Ph.D.
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Office hours:
On zoom by appointment

COURSE DESCRIPTION

To obtain human and financial resources, public and nonprofit organizations must be able to effectively communicate who they are and what they do to multiple audiences. This course overviews the fundamental principles and concepts of strategic marketing and how they apply to nonprofit and public organizations. At the end of this course, students will be able to:

- Identify the goals and purposes of marketing for public and nonprofit organizations
- Understand the unique marketing challenges facing public and nonprofit organizations
- Understand the range of marketing media and outlets, including social media and new technologies, and the advantages and disadvantages they pose for marketing
- Craft an effective marketing message targeted to a specific audience
- Tell an organization's story effectively and succinctly
- Develop a strategic marketing plan for a public or nonprofit organization

TEXTBOOKS AND OTHER COURSE MATERIALS

There is one required textbook for this course:

Andreasen, A. R., Kotler, P., & Parker, D. (2008). *Strategic marketing for nonprofit organizations* (7th edition). Upper Saddle River, NJ: Prentice Hall.

Student will also be required to purchase six case studies from the Harvard Business School for use in this course. Students should go to the following link to purchase the case studies: <https://hbsp.harvard.edu/import/794076>. The total cost is \$25.50. The five case studies are: (1) The Broach Theatre, (2) The

Wellness Institute, (3) Byrraju Foundation SWEET Water Project, (4) La Protectora: Engaging in Social Media for a Social Cause, (5) The Toronto Ulitimate Club, and (6) Can Facebook Save Our Furry Friends?.

INSTRUCTION METHOD

This course is a fully in person class. There is no remote attendance option. Students who need to miss class for an approved reason (positive covid test or known exposure) may make up the missed class by watching a recording of the class and doing an additional writing assignment. The writing assignment will be a group assignment if multiple students miss the same class period. Students in need of this accommodation need to contact me by noon on the day of class to notify me of their impending absence.

Should the instructor need to quarantine for a covid-related reason, class will be taught fully online. Also, should circumstances change, the university could require that all courses move to an online format. Students will receive adequate advance notification of any changes to the course format through email.

ASSIGNMENTS

Classroom Engagement: Students are expected to come to class prepared. The weekly reading is mandatory and students should come prepared to discuss and extend the readings in class. Students should bring their books and other reading materials to class.

Students are expected to participate actively in class—to answer questions, discuss ideas, share comments, and ask questions. On occasion we will do in-class activities that will count toward engagement points for that day. Students who do not come prepared to class may be excluded from participation in the in-class activities at the instructor's discretion. Both the quantity and quality of students' contributions to the class and to small group activities matter. A major component of engagement is demonstrating your mastery of the reading assignments and showing that you are actively engaged in all classroom activities.

I will deduct engagement points from students who come late to class (or leave early), who do not come prepared, or who engage in distracting behaviors during class time (see section below on student behavior in class). Laptops and other electronic devices may only be used for approved in-class activities.

While your classroom engagement grade does count toward your overall grade, I also use this grade for making decisions about borderline grades. A student with a borderline grade who has been actively engaged throughout the course may receive the benefit of the doubt when final grades are assigned.

Mini-Assignments: There is a short writing assignment due every week of the semester. The assignment descriptions are part of the study guides posted on eLearning Commons (eLC). A grading rubric for the writing assignments is also posted on eLC.

Writing assignments are due at the beginning of class during the assigned week. The assignments may not be turned in late, but they may be turned in

early if you know that you will be missing class for some reason. You are allowed to redo one assignment in order to raise your grade on that assignment.

Course Project: Students will participate in a course project. This project is a group project. A full description of this assignment is posted on eLC.

Final Exam: There will be a final exam in this course. The exam will be open-book and open-notes. The exam will cover material from the book, homework assignments, lectures and classroom discussions and activities.

GRADES

Assignment	Approximate Number of Points	Approximate Percent of Final Grade
Classroom Engagement	110	22%
Mini-assignments	100	19%
Course Project	200	40%
Final Exam	100	19%
Grand Total	510	

The grading scale for the class is: 93%-100% A, 90%-92% A-, 88%-89% B+, 83%-87% B, 80%-82% B-, etc.

ALTERATIONS TO SYLLABUS

The instructor reserves the right to make alterations to the course syllabus depending on the composition of the class, student preparation, and the quality of the work received. Students will receive adequate notification of any changes made to the syllabus.

GENERAL CLASSROOM POLICIES

Coronavirus-Related Policies

Face Coverings

Effective July 15, 2020, the University of Georgia—along with all University System of Georgia (USG) institutions—requires all faculty, staff, students and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use is in addition to and is not a substitute for social distancing. Anyone not using a face covering when required will be asked to wear one or must leave the area. Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons. Students seeking an accommodation related to face coverings should contact Disability Services at <https://drc.uga.edu/>.

DawgCheck

Please perform a quick symptom check each weekday on DawgCheck—on the UGA app or website—whether you feel sick or not. It will help health providers monitor the health situation on campus: <https://dawgcheck.uga.edu/>

Self-Isolation

Students showing symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5 p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see <https://www.uhs.uga.edu/info/emergencies>.

UGA will also be recruiting asymptomatic students to participate in surveillance tests. Students living in residence halls, Greek housing and off-campus apartment complexes are encouraged to participate.

COVID-19 Exposure

Students who learn they have been directly exposed to COVID-19 but are not showing symptoms should self-quarantine for 14 days consistent with Department of Public Health (DPH) and Centers for Disease Control and Prevention (CDC) guidelines. Please correspond with your instructor via email, with a cc: to Student Care & Outreach at sco@uga.edu, to coordinate continuing your coursework while self-quarantined. If you develop symptoms, you should contact the University Health Center to make an appointment to be tested. You should continue to monitor your symptoms daily on DawgCheck.

Positive COVID-19 Test

Any student with a positive COVID-19 test is **required** to report the test in DawgCheck and should self-isolate immediately. Students should not attend classes in-person until the isolation period is completed. Once you report the positive test through DawgCheck, UGA Student Care and Outreach will follow up with you. Students should also report a positive COVID-19 test to the instructor.

Other Course Policies

Punctuality

Students are expected to arrive to class on time and to stay for the entire class period. As your instructor, I strive to begin each class period exactly on time out of respect for my students and their dedication to their education. I expect the same respect from students toward the instructor and other students. Arriving at class after the class has started will result in an automatic deduction from the participation grade. Students who leave class early will also receive reduced participation grades.

Student Behavior in Class

In order to create a conducive learning atmosphere for all students, it is important that students actively participate in positive ways and avoid distracting and disturbing behaviors. Students are expected to turn off cell phones, pagers, ipods, and any other noisemakers before class begins. Text messaging is not allowed during class. Listening to music is not allowed during class. Reading

newspapers, magazines or other non-class materials during class are not allowed. The instructor reserves the right to arrange the seating in class to create a better learning atmosphere.

Laptops are only allowed for approved in-class activities. If a student uses a laptop inappropriately during class (i.e., checking email, posting on facebook, etc.), then that student may lose the privilege of having a laptop in class and will have his or her participation grade significantly reduced.

Students are expected to treat guest speakers with the utmost respect. This includes attending class on the day of the speaker's presentation, arriving on time, staying through the whole class period and asking thoughtful questions.

Civility

Disorderly conduct which interferes with teaching, research, administration, or other university or university-authorized activity will not be tolerated and will be immediately reported to the Office of The Dean of Students for appropriate disposition which may result in disciplinary action including possible suspension and/or expulsion from the university.

Assignments

Late assignments are generally not accepted. In the event that the instructor chooses to accept a late assignment, the grade on that assignment will be reduced. All assignments must be turned in at the beginning of class. No work may be submitted by email unless otherwise instructed.

Incompletes

An incomplete will only be given if coursework completed in the course is of passing quality and some hardship prevents the student from completing the rest of the work on time. I interpret hardship to mean some serious illness or family emergency, and not just class overload at the end of the semester. You must provide me with documentation of your hardship. If it becomes absolutely necessary for you to receive an incomplete in this class, then you and I will together design a contract for completing the course in a timely manner.

In the case of personal or family hardship that will significantly affect your performance in the class, please come speak to me immediately. The longer you wait to talk to me, the less help I will be able to give you.

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. The Disability Resource Center (<http://drc.uga.edu/>) coordinates services for students with disabilities and provides other services. If you have a disability for which you may request accommodation in UGA classes and have not contacted the Disability Resource Center, please do so as soon as possible.

Course Materials/Copyright and Plagiarism Statements; Academic Dishonesty

As commonly defined, plagiarism consists of passing off as one's own the ideas, words, writings, etc., which belong to another. In accordance with the definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of the person. Whenever you rely on the words or ideas of other people in your written papers, you must acknowledge the source of the words or ideas.

The issue of digital plagiarism has raised concerns about ethics, student writing experiences, and academic integrity. The instructor reserves the right to use any digital plagiarism detection program (such as Turnitin.com) for papers in this course at her discretion. You will be asked to submit your papers in a digital format so that your paper can be checked against web pages and databases of existing papers. Although you may never have engaged in intentional plagiarism, many students do incorporate sources without citations; this program can alert me to your academic needs. Please consider the use of the program as a learning tool for all of us.

Also, course materials prepared by the professor, together with the content of all lectures and presented by the professor are the intellectual property of the professor. Video and audio recording of lectures without the consent of the professor is prohibited.

A helpful site to assist you in avoiding plagiarism and to understand UGA's policies pertaining to academic honesty is found at:
<http://ovpi.uga.edu/academic-honesty>.

Additional Resources to Help You Succeed:

Library Assistance: The UGA Libraries offers a great collection, much of it available online and reference assistance in person, via phone, via email, and via IM. The instructor reserves the right to require some or all students to meet with a librarian regarding class research projects should that be deemed necessary.

Writing Center: The UGA Writing Center offers a variety of services to assist you in improving your writing. Resources are noted on their web site (<http://writingcenter.english.uga.edu/>). In addition, they offer consultation sessions both in person and online. Please allow two days for a response to your inquiry. The instructor reserves the right to require some or all students to meet with writing center tutors should that be deemed necessary based on the quality of work turned in.

CLASS SCHEDULE AND DUE DATES

WK	DATE	TOPICS	READING AND ASSIGNMENTS
1	T Jan 19 th	Introduction to Marketing	
2	T Jan 26 th	The Art of Storytelling	A&K Chapter 1 (only pages 21-28) A&K Chapter 2 Bonchek 2016 Network for Good 2014 Mini-Assignment #1 due
3	T Feb 2 nd	Planning for Marketing	A&K Chapter 3 L&D Case 8.4 Mini-Assignment #2 due
	T Feb 9 th	Project Work Week	
4	T Feb 16 th	Understanding the Target Audience	A&K Chapters 4 Byrraju Foundation Case Study Mini-Assignment #3 due
5	T Feb 23 rd	Segmentation, Targeting, and Positioning	A&K Chapter 6 The Broach Theatre Case Study Mini-Assignment #4 due
	T Mar 2 nd	Project Work Week	
6	T Mar 9 th	Branding	A&K Chapter 7 The Wellness Institute Case Study Mini-Assignment #5 due
7	T Mar 16 th	The Value Proposition	A&K Chapters 8 La Protectora Case Study Mini-Assignment #6 due
	T Mar 23 rd	Project Work Week	
8	T Mar 30 th	Managing Perceived Costs	A&K Chapter 10 Toronto Ultimate Club Case Review Byrraju and Broach Case Studies Mini-Assignment #7 due
9	T Apr 6 th	Communication Strategies	A&K Chapter 12 Smith and Kraemer Chapter 9 Mini-Assignment #8 due
	T Apr 13 th	Project Work Week	
10	T Apr 20 th	Social Media	A&K Chapter 14 Can Facebook Save Our Furry Friends Case Review La Protectora Case Mini-Assignment #9 due
11	T Apr 27 th	Marketing for Financial Resources	A&K Chapter 15 L&D Case 8.2 Mini-Assignment #10 due
	T May 7 th		Final Exam due