

PADP 8220 MARKETING FOR NONPROFIT AND PUBLIC ORGANIZATIONS

Course Syllabus

Fall 2024

BASIC INFORMATION

Class Information

PADP 8220
Section 59961
3:55pm-6:45pm Thursday
Baldwin 102

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:

Lee, Nancy R., Kotler, Philip, and Colehour, Julie. (2024) Social Marketing: Behavior Change for Good. (7th edition). Sage Publications. ISBN-10: 1071851650. ISBN-13: 978-1071851647.

Students are also required to purchase five 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/1197704>. The system will instruct you to create an account. The total cost is \$24.75.

The case studies are: (1) Caring Caps: Sustainability of a Community of Healing, (2) Synapse: Creating a New Social Media Campaign, (3) WWF Singapore: Promoting Sustainable Seafood, (4) Girls Take Over: Nonprofit Critical Proof-of-Concept and Adoption Strategies, and (5) The Toronto Ultimate Club.

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 (e.g. positive covid test) may make up some of the engagement points for the missed class by completing any in-class activities for that class period (if applicable). Students in need of this accommodation need to contact me by noon on the day of class to notify me of their impending absence. If multiple people miss the same class period, they will be expected to complete the activities together as a group (through zoom). Students are responsible for reaching out to the instructor to inquire about potential make-up work.

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. We will also 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 computers and/or other electronic devices are not to be used in class at any time unless students are specifically instructed to do so.

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). 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.

Midterm Exam: The midterm exam will be an open-book, open-notes, take-home exam. The exam will cover material from the book, homework assignments, lectures, classroom discussions, and activities. The midterm will be posted on eLC a week before it is due.

Final Exam: The final exam will be an open-book, open-notes, take-home exam. The exam will cover material from the book, homework assignments, lectures, classroom discussions, and activities. The final exam is comprehensive. The final exam will be posted on eLC a week before it is due.

GRADES

Assignment	Approximate Number of Points	Approximate Percent of Final Grade
Classroom Engagement	130	26%
Mini-assignments	120	24%
Midterm Exam	125	25%
Final Exam	125	25%
Grand Total	500	

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.

MPA PROGRAM COMPETENCIES

The work in this course contributes to your mastery of one MPA program competency—to lead and manage in public governance. Students will learn about the nonprofit side of public service’s political and legal environment. Students will learn about the leadership and management demands of the nonprofit sector, including the major influences and impulses directing the sector. Answers to specific exam questions and our major course assignments can be used in a student portfolio to demonstrate mastery of these competencies.

GENERAL CLASSROOM POLICIES

COVID-19 Procedures

UGA continues to follow Georgia Department of Public Health (GDPH) guidance on COVID. Self-isolation is the expectation for faculty, staff, and students who test positive for COVID-19:

- Isolate for 5 days.

- If you have no symptoms or if your symptoms are resolved after 5 days, you can leave isolation.
- Continue to wear a mask around others for 5 additional days.

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 in class for specific activities under the direction of the instructor. If a student uses a laptop inappropriately during class (i.e., checking email, posting on social media, 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.

Artificial Intelligence-Based Technologies

Unless explicitly stated, artificial intelligence-based technologies, such as ChatGPT, must not be used to generate responses for any student assignments, projects, or exams.

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>.

Family Educational Rights and Privacy Act (FERPA)

All inquiries about grades need to be made through your official UGA email address. By FERPA rules, I am not allowed to send student grades to non-UGA email addresses because the student's identity cannot be verified.

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	Th Aug 15 th	Introduction to Marketing	
2	Th Aug 22 nd	Strategic Social Marketing	LCK Chapters 1 and 2 Mini-Assignment #1 due
3	Th Aug 29 th	Research and Theories of Change (Guest Lecturer)	LCK Chapters 3 and 4 Mini-Assignment #2 due
4	Th Sept 5 th	Selecting an Issue Situational Analysis	LCK Chapter 5 Caring Caps Case Study Mini-Assignment #3 due
	Th Sept 12 th	No Class	
5	Th Sept 19 th	Target Audience Behavioral Objectives	LCK Chapter 6 and 7 Synapse Case Study Mini-Assignment #4 due
6	Th Sept 26 th	Audience Insights	LCK Chapters 8 WWF Singapore Case Study Mini-Assignment #5 due
	Th Oct 3 rd	Midterm Exam (No Class)	Midterm Exam due
7	Th Oct 10 th	Positioning	LCK Chapter 9 Girls Take Over Case Study Mini-Assignment #6 due
8	Th Oct 17 th	Product	LCK Chapter 10 Review WWF Singapore Case Study Mini-Assignment #7 due
9	Th Oct 24 th	Price	LCK Chapter 11 Toronto Ultimate Club Case Study Mini-Assignment #8 due
10	Th Oct 31 st	Place	LCK Chapter 12 Review Caring Caps Case Study Mini-Assignment #9 due
11	Th Nov 7 th	Promotion	LCK Chapter 13 Review Girls Take Over Case Study Mini-Assignment #10 due
12	Th Nov 14 th	Monitoring and Evaluation	LCK Chapter 14 Review Synapse Case Study Mini-Assignment #11 due
13	Th Nov 21 st	Managing Social Marketing (Online class)	LCK Chapters 15 and 16 Mini-Assignment #12 due
	Th Nov 28 th	No Class—Thanksgiving Holiday	
	Th Dec 10 th		Final Exam due