H. John Heinz School of Public Policy and Management
“Non-Profit Marketing”
Course Outline

Teacher: Edward H. Barr

Office Hours: Scheduled upon request (HbH Room A-221)

Introduction
Marketing has become a fixture in non-profit management. Non-profits have found that they must compete for customers, employees, funding, and more. They have turned to for-profit marketing techniques to achieve success. In the process they have, like all businesses, been affected by changes in our society, particularly changes in technology. This course explains these changes and their affect on marketing in non-profit settings. In doing so, the course will pay special attention to the Pittsburgh market.

Course Goals

This course is intended to:
1) Provide you with a general understanding of marketing,
2) Increase your understanding of non-profit marketing,
3) Increase your appreciation of consumer behavior and a customer orientation,
4) Develop your strategic thinking and planning skills,
5) Encourage your entrepreneurial spirit,
6) Introduce you to local non-profit marketing “players,”
7) Introduce you to marketing research methods.

Overview
Class time is more productive and enjoyable when all participate. Therefore, class participation will be recorded and applied to grading. Guest speakers (local marketing experts and practitioners) will be invited to lecture. Out-of-class assignments will include readings and a final project. All students will complete a marketing plan for a local not-for-profit organization.

Text

Attendance
Attendance is mandatory. If you miss class, your grade will be lowered. (Legitimate excuses will be considered.)

Course Schedule
Class - 1  Introduction, review of syllabus. Discussion of marketing (its growth and development in the not-for-profit sector), marketing orientation and types of demand. Discussion of exchange and types of exchange. Assignment

Class - 2  Review of organizational power and strategic thinking and planning, mission and values, consumer behavior, market segmentation and positioning. Discussion of the entrepreneurial attitude, of generating, screening, developing and testing ideas. Assignment

Class - 3  Discussion of acquiring and using marketing information, records systems, intelligence systems, data research, and observation. Review of planning and budgeting, the marketing mix, project planning, annual planning, long range planning, the marketing audit, managing products and services. Assignment

Class - 4  (Mid-term Exam) Discussion of market measurement. Discussion of segmentation and targeting: demographic, geographic, multi-variable, psychographic, behavioristic. Assignment

Class - 5  Discussion of development and launching new product and service offerings. Discussion of branding. Discussion of customer analysis, buyer behavior, need arousal, as well as Maslow and models of buyer behavior. Assignment

Class – 6  Discussion of managing the marketing channel, pricing, pricing objectives, cost recovery, usage maximization, disincentives, demand orientation and competition orientation. Discussion of advertising and sales promotion, the Internet and non-profit marketing, ad agencies, creative development, design, copy writing. Assignment

Class - 7  Discussion of public relations and public advocacy, media relations, crisis communications, community affairs, advocacy groups. Discussion of marketing evaluation and control and social marketing.

Class – 8  Presentation of final project

Grading

Grades will be awarded on the basis of attendance, class participation, completion of assignments, mid-term, quiz scores, presentations, and completion of final marketing plan (for a local not-for-profit organization). All written materials will be graded both for content and writing (that is, style and mechanics). Writers must follow a clear, concise and coherent style while avoiding mechanical errors and such stylistic problems as bureaucratic and academic writing.
Required Outside Readings

Wall Street Journal
Advertising Age
Business Week
Forbes
Fortune
NY Times
Pittsburgh Post Gazette
Pittsburgh Business Times
Financial Times

Suggested Readings

Marketing Management (Kotler)
Positioning (Trout & Ries)
Tested Advertising Methods (Caples)
Kotler on Marketing
Marketing Moves (Kotler, et al)
The Marketing Imagination (Levitt)
The End Of Marketing As We Know It (Zyman)
Legendary Brands (Vincent)
Customer Service (Wiersema)
Marketing Minds (Turner)
Mission-Based Marketing (Brinckerhoff)
Relationship Marketing (McKenna)
Competitive Strategy (Porter)
Syrup (Barry)
No-Nonsense Planning (Sloma)