Australian School of Business
School of Marketing

MARK 5819
Non-Profit and Social Marketing

COURSE OUTLINE
SESSION 2, 2010
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1. **COURSE STAFF**

**Course co-ordinator:** Dr. Mohammed A Razzaque  
**Office:** Quadrangle Building, Room 3017  
**Consultation times:** Tuesday 1100am -100 pm or by appointment  
**Telephone:** 9385 - 1435  
**Email:** ma.razzaque@unsw.edu.au

1.1 **Communication with Staff**

You may consult me outside the listed consultation hours as well by calling me or by making an appointment. However, you can always email me and I shall try to get back to you as soon as possible.

*Please note that your email MUST originate from your official UNSW email account (z12345@student.unsw.edu.au). This confirms your identity as a student and protects the confidentiality and sensitivity of information.*

2. **INFORMATION ABOUT THE COURSE**

2.1 **Teaching times and Locations**

**Lecture:** 0600 – 0900pm; Thursday (Seven face-to-face meetings in the semester)  
Six online sessions in other weeks

**Venue:** CLB 4

2.2 **Units of Credit**

Non-profit and Social Marketing (MARK 5819) is a postgraduate course worth 6 UOC. No parallel teaching is involved in this course, i.e., no undergraduate student is enrolled in this course.

2.3 **Overview of the Course**

Traditionally marketing has been viewed as a means of revenue and profit generation for commercial organisations; its application for reasons other than these has generally been ignored until the 1970s when the concept of social marketing started to emerge. The decades of the 80s and 90s witnessed a proliferation of non-profit organizations (NPO), both public and private, for a host of reasons. With the passage of time, the nonprofit sector, often known as the Third Sector, became surprisingly large and an important global phenomenon. It also became apparent that like all for-profit organisations, organisations in this sector must also compete for customers, employees, funding and recognition. A growing interest of academics and researchers in the field was also evident from the number of published works in the area.
By the beginning of the new millennium, the sector has grown much faster than the private sector businesses. However, changes in the society; changes in human attitude toward altruism and philanthropy; changing client needs, geo-political developments, increasing competition, technology and continuously diminishing financial resources presented tough challenges to this sector. Consequently, it became necessary for the Third Sector to combat all these negative forces and the idea to apply marketing concepts started to gain ground. Indeed, the unique characteristics of this nonprofit and social sector i.e., multiple publics, multiple objectives, intangibility of service provision and public scrutiny, have contributed toward the emergence of non-profit and Social Marketing as an emerging area of study.

It is on record that non-profit and voluntary organisations pursuing social objectives have continuously borrowed business/management tools during the last decade. This reflects the stern realisation that for these organisations "business as usual" is a thing of the past. To survive and succeed in this highly competitive era, the nonprofit and social sector need to understand their client needs and markets, attract sufficient financial resources and convert their resources into services that meet client and community needs. Adoption of for-profit marketing techniques can help them perform better and achieve success. They can help NPOs attract funding, serve more clients, and advance their mission. The need for nonprofit organizations to reach out and engage new audiences is more important and challenging than ever. This course is devoted to marketing issues and strategies for NPOs to enhance their operation and performance.

2.4. Course Aims and Relationship of this course to other courses

This course will introduce you to the salient aspects of marketing which have profound implications on the running of NPOs. The basic objective of the course is to outline the role of marketing for purposes other than direct profit generation and explain how with the application of various marketing concepts and tools, NPOs can improve their performance. Included in this will be discussions explaining the similarities and differences between conventional marketing and societal marketing, and the marketing challenges faced by NPOs.

Keeping these in view, the course intends to provide you with a theoretical and conceptual understanding of key issues of marketing in the context of the Third Sector organisations from the strategic perspective of the decision makers both inside and outside the organisation and their practical implications. It intends to explore and evaluate the role of marketing, the appropriateness of different marketing concepts/models and how these can contribute towards the better running of these organisations. It will also provide you with the opportunity to apply the key concepts learnt in the course in an assignment which requires collection and synthesis of primary data and secondary data.

The more general aim of the course is, however,

- To inform you about the current thinking on and development in nonprofit and social marketing;
- To explain the causes, effects and implications of these new developments; and
- To immerse you in these issues, so that you can apply the knowledge gained and skills mastered in this course in analysing and solving marketing problems of the Third Sector organisations.
A study of this course complements the wider array of subjects taught in the MComm, marketing specialisation, and the MComm in general. It is hoped that after completing this course you will emerge as a more enlightened and knowledgeable social marketer.

2.5 Student Learning Outcomes

Successful completion of the course would make you conversant with the marketing aspects that are of importance to today’s social marketers. More specifically, you would be able to:

1. Recognize the key differences between marketing in a profit-oriented corporate and a nonprofit social environment;
2. Demonstrate knowledge and understanding of the key elements/approaches to non-profit and social marketing;
3. Critically evaluate the role of marketing and the appropriateness of different approaches to marketing within the Third Sector organisations;
4. Undertake a strategic marketing analysis of a non-profit organisation, and develop a marketing strategy for the case study organisation; and
5. Identify basic ethical issues inherent in specific nonprofit marketing situations and adopt an “appropriate” course of action in those situations.

3. Learning and Teaching Activities

3.1 Approach to learning and teaching

As has been mentioned earlier, MARK 5819 has been designed to develop and enhance your ability to understand and appraise the literature non-profit and social marketing and to evaluate their impact and implications for the management of NPOs. The course is intended to enhance your development into independent learners and autonomous thinkers by providing you a holistic picture of non-profit and social marketing.

The various issues to be covered in the course will be presented in their appropriate context and perspective through different means. The emphasis is on interactive, participative learning. The diverse cultural mix of students will be used to gain additional knowledge of culture-specific interpretation and implication of the various issues discussed. Assignments and class presentations will be used to reinforce concepts in both a global, cross cultural and contextual settings.

3.2 Learning Activities and Teaching Strategies

This course will be conducted in a hybrid manner. There would be seven face-to-face meetings in the designated classroom, CLB4, from 600 – 900 pm on selected Thursdays. The class would be conducted online for the remaining weeks. The modus operandi would be discussed in weeks 1 and 2. Often guest speakers from outside the university are invited to speak to you. Focus will be on both the conceptual and the empirical developments in the literature on the issues discussed. Student learning and understanding will be enhanced by researching and analysing issues and trying to identify gaps in their respective body of knowledge. Since students enrolled in this course are
expected to reflect on the social cultural and ideological perspectives and norms which underpin current marketing knowledge, having previous study of marketing at undergraduate or/and postgraduate level is a must.

The course delivery will include lectures, guest speakers, debate, video clips and case analysis. Each lecture will focus on a pre-selected topic and will provide a short overview of the topic and its context. It is important to note that the course delivery package will draw upon the experience of both lecturer and students, via classroom or online discussion, to provide relevance using concepts, models and real world examples. Occasionally tutorials will be used so that students have an opportunity to further engage with their peers and to improve their presentation skills by case presentations.

There is a specific textbook for the course. However, additional readings may be assigned from time to time. You are advised to read marketing journals, magazines and newspapers regularly and browse the Internet.

Finally you will be completing a major group project involving marketing in an NPO setting that will allow you to draw on your learning and day to day experiences.

It is your responsibility to study the reading assignments prior to the lecture for which it is assigned in order that you may contribute, participate intelligently and thus gain maximum value from the course.

4. Learning Assessment

4.1 Formal Requirements

In order to pass this course, you must:

- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50; and
- obtain at least 45% of the allocated marks in the final exam.

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Weight</th>
<th>Type</th>
<th>Learning outcome assessed</th>
<th>ASB Graduate Attribute assessed</th>
<th>Length</th>
<th>Scheduled/Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation;</td>
<td>15%</td>
<td>Group (70%) &amp; Individual (30%)</td>
<td>1 to 6</td>
<td>1, 2, 4 to 6</td>
<td>20 minutes</td>
<td>Weeks 6 &amp; 7 Case</td>
</tr>
<tr>
<td>Major Project</td>
<td>30%</td>
<td>Mainly Group</td>
<td>1 to 6</td>
<td>2, 3, &amp; 5</td>
<td>3000 words</td>
<td>Weeks 4 – 11 Presentation in Weeks 12 &amp; 13</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15%</td>
<td>Individual</td>
<td>3, 5</td>
<td>2, 6</td>
<td>N/A</td>
<td>Throughout the course</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>Individual</td>
<td>1 to 5</td>
<td>1, 2, 4 to 6</td>
<td>2 hours</td>
<td>University Exam period</td>
</tr>
</tbody>
</table>

4.2 Assessment Details

A summary of various Assessment components are presented in Table 1 (next page). Collectively, these assessments are designed to test your:
understanding of the concepts and theories,
- ability to relate and apply them to real managerial issues and problems,
- ability to examine issues in a global and cross cultural framework,
- presentation skills

4.2.1 Presentation in groups (worth 15%)

During weeks 6 and 7, you will make an in-class presentation in groups (of 5 students) and lead the class-discussion. A case/topic/research paper will be assigned to each group by week 3. A written report is required, but you are expected to distribute copies of the transparencies you would use in the presentation,

Presentation Time: 15 minutes, with 5 minutes for questions. A copy of the Evaluation Criteria (Table 2) appears below.

Table 2: EVALUATION CRITERIA for CASE PRESENTATION

<table>
<thead>
<tr>
<th>1. Identification of Issues</th>
<th>1</th>
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<th>7</th>
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<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Issues accurately and completely identified?</td>
<td>1</td>
<td>2</td>
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<td>6</td>
<td>7</td>
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<td>9</td>
<td>10</td>
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<tr>
<td>*Relative importance of issues described?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<td>10</td>
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<tr>
<td>*Adequate background information provided?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Issues Effectively Addressed Using Marketing Concepts/Models/Frameworks</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Concepts integrated with marketing knowledge.</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>6</td>
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<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>*Depth of analysis</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>6</td>
<td>7</td>
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<td>10</td>
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<tr>
<td>*Appropriate external material presented?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</table>

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<thead>
<tr>
<th>3. Presentation</th>
<th>1</th>
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</thead>
<tbody>
<tr>
<td>*Well-organised and presented?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>6</td>
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<tr>
<td>*Appropriate and effective use of exhibits and visual aids?</td>
<td>1</td>
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<td>6</td>
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<td>10</td>
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<tr>
<td>*Convincing and interesting?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<th>4. Audience Involvement</th>
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</thead>
<tbody>
<tr>
<td>*Effectively encouraged audience involvement?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>6</td>
<td>7</td>
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<tr>
<td>*Presentation tailored to target audience?</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<th>5. General Creativity</th>
<th>1</th>
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<th>10</th>
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</table>

TOPIC:  

GROUP:  (1)__________________________ (2)__________________________  
(3)__________________________ (4)__________________________  

MARKS:  

S2 2010: MARK5819 – Nonprofit and Social Marketing
The key criteria for a good PowerPoint presentation are:

- Engage your audience with eye contact and the spoken word. PowerPoint only supports your words.
- Do not over-complicate your slides with too much information.
- Minimise the number of slides and keep the slides simple.
- Do not simply read the PowerPoint slide.

4.2.2 Major Assignment (Due Thursday: October 7, 2009; worth 30%)

You are expected to complete a major project in groups of not more than FIVE but not less than FOUR students. You have to choose a Topic of importance to the Third Sector by week 4. The assignment will be completed using WiKi. How to use this would be explained to you in due course. The assignment is expected to test your understanding of the knowledge gained in this course and its implications to marketing as a whole.

More information about the project would be provided in week 3.

4.2.3 Participation/Weekly Course Discussion (worth 15%)

Like the 4 'Ps' of Marketing, there are also four 'Ps' of student involvement in class discussion in this course. These are Punctuality in attendance, adequate Preparation for the topic, regular and active Participation in class discussion and exercise of Passion in learning and pursuing new knowledge. Punctual attendance in class is very important as it directly affects your participation marks. If you enter the classroom late, you would disrupt the discussion and the learning process. This is not desirable. If you do not read and analyse the case, you simply cannot analyse it; the case discussion will mean little. Each student's learning is best facilitated by regular participation. More important, the student has the responsibility to share his/her understanding and judgement with the class to advance the group's collective skills and knowledge. Finally, you must have the passion to learn.

To grade your class participation, which is necessarily subjective, the system explained below would be used. From lecture 2, immediately following the lecture, each student will be graded on the following basis:

- 0.3 = Present, but no contribution (one absence is condoned)
- 0.5 = You said something that makes some sense.
- 0.7 = Your responses clearly demonstrated that you have read the relevant material before coming to class and understood the material covered.
- 1.0 = You have demonstrated superior knowledge and understanding of the topic by relating it to other concepts, theories and issues

At the end of the course, the marks would be added to determine your overall participation marks.

4.2.4 Final Examination (worth 40%)

Final examination will comprise one short case study (20 marks) and a couple of short essay questions (20 marks). More information about the final examination and its format (if there is a change) would be provided before the final examination.
4.3 Assignment Format

Your report should be typed in 12 point Times Roman font, double spaced, and have at least 1.00” (2.54 cm) margin in all four sides. It should contain appropriate headings and sub-headings. The project must not exceed 3000 words excluding the cover page, the content page, appendix and bibliography.

*Note 1: It is your responsibility to keep a written copy of your assignment.*

A copy of the Evaluation Criteria for the major assignment is shown in Table 3.

**Table 3: Evaluation Criteria for Final Assignment Report**

<table>
<thead>
<tr>
<th>Background Research [30%]</th>
<th>Excellent 85%+</th>
<th>Very Good 75-85%</th>
<th>Good 65-74%</th>
<th>Fair 50 - 64%</th>
<th>Poor &lt; 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statement of project objective [10%]</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Depth of explanation of relevant concepts and theories [10%]</td>
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<tr>
<td>Conducted a critical review of the literature [10%]</td>
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<tr>
<td><strong>Critical Analysis [50%]</strong></td>
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<td>Analyses of the key aspects [20%]</td>
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<tr>
<td>Creativity and insightfulness [10%]</td>
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<tr>
<td>Use of charts and other visuals [10%]</td>
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<tr>
<td>Soundness of analysis [10%]</td>
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<tr>
<td><strong>Report Structure and Presentation [20%]</strong></td>
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<tr>
<td>Logical sequence, use of heading/subheading [10%]</td>
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<tr>
<td>Ability to maintain reader’s interest [5%]</td>
<td></td>
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<td></td>
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<tr>
<td>Correct referencing of sources [5%]</td>
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</tbody>
</table>

4.4 Assignment Submission Procedure

Although you would be developing your assignment using a WiKi page, you are expected to submit a paper copy to me. Assignments may be handed over to me in the class. However, I would allow one day grace period and accept your assignments until 5pm on Friday October 8, 2010. Bring it to my office at QUAD3017.

4.5 Late Submission

In accordance with School of Marketing policy, late submissions will attract a 10% per day penalty.
5. **ACADEMIC HONESTY AND PLAGIARISM**

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. A short note on plagiarism has been posted on the 'Course Content' page of the Blackboard. For full information regarding policies, penalties and information to help you avoid plagiarism see: [www.my.unsw.edu.au/student/atoz/Plagiarism](http://www.my.unsw.edu.au/student/atoz/Plagiarism)

6. **COURSE RESOURCES**

**Recommended Text:**

**Additional Reference Material.**

**Supplementary Text:**


**Additional Readings:**


From time to time, handouts and additional reference materials may be provided.

**Journals**
- Journal of Marketing
- Harvard Business Review
- European Journal of Marketing
- Journal of the Academy of Marketing Science
- Sloan Management Review
7. **COURSE EVALUATION AND DEVELOPMENT**

Each semester Australian School of Business (ASB) seeks student feedback on the courses offered by its various schools including the School of Marketing. The objective of this exercise is to improve the quality of the courses it offers and the standard of teaching. The UNSW Course and Teaching Evaluation and Improvement (CATEI) Process ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which we gather student evaluative feedback.

Continual improvements are made based on this feedback; both quantitative and qualitative. I personally make it a point to reflect on a range of feedback sources over time. This continuous improvement process can affect one or more areas of the course such as its structure, content, resources, delivery or assessment. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

*Since this is a new course which is being offered for the first time, we would like to hear comments and suggestions about the course and its teaching. Your feedback will be used to improve the quality of the course.*

8. **STUDENT RESPONSIBILITIES AND CONDUCT**

For information on your responsibilities regarding workload and keeping informed, please refer to the School of Marketing’s website.


8.1 **Workload**

The rule of thumb is that you will spend at least ten hours (10 hrs) per week for this course. This time should be made up of attending lectures and tutorials, reading, research, working on exercises, and problem solving. However, in periods when you need to prepare case studies, complete assignments or prepare for examinations, the workload may go up.

Each student has a unique style of and approach to learning. The overriding need is for you to plan, and do your study and work early. Last minute effort and cramming is not very useful in marketing subjects as there is significant ongoing group and project work.

It is important to note that over-commitment is undesirable as it has been a cause of failure for many students. There is a high component of group work so steady and consistent effort is required. You should take the required workload into account when planning how to balance study with employment and other activities.

8.2 **Attendance**

Your regular and punctual attendance at lectures and tutorials is expected in this course. University regulations state that if students attend less than 80% of scheduled classes they may be refused final assessment ([www.my.unsw.edu.au](http://www.my.unsw.edu.au)). Your tutor will monitor your class attendance, your participation and your involvement in group activities.
8.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at:
www.my.unsw.edu.au

8.4 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see https://my.unsw.edu.au/student/atoz/OccupationalHealth.html.

8.5 Keeping informed

You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

8.6 Special Consideration and Supplementary examinations

For details of ‘UNSW Policy and Process for Special Consideration’ please see https://my.unsw.edu.au/student/atoz/SpecialConsideration.html

• Applications for special consideration (including supplementary examinations) must be lodged through UNSW Central administration (within 3 working days of the assessment to which it refers) - applications will NOT be accepted by teaching staff;
• Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
• If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
• Please note that a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.
9. **ADDITIONAL COURSE RESOURCES AND SUPPORT**

The University and ASB provide a wide range of support services for students including learning and study support. Some of these are listed below:

- **ASB Education Development Unit**

  The Education Development Unit (EDU) provides learning support and assistance to all students in the ASB, to enable them to enhance the quality of their learning. The EDU services are free, and tailored to meet the academic needs of students in the Australian School of Business.

  The role of the EDU is to provide
  - A range of support initiatives for students from the Australian School of Business in relation to their transition to university;
  - Learning skills development, resources and activities for Business students
  - Academic writing and skills workshops throughout the session;
  - Printed and online study skills resources, such as referencing guides, report writing and exam preparation;
  - A drop-in EDU Office containing books and resources that can be borrowed;
  - A limited consultation service for students with individual or small group learning needs.

  The EDU website [www.business.unsw.edu.au/edu](http://www.business.unsw.edu.au/edu) contains information, online resources and useful links as well as providing information and dates for workshops. More information about the EDU services including resources, workshop details and registration, and consultation request forms are available from the EDU Office.

  **EDU Contact Details**

  Location       Room G07Ground Floor,  
                  West Wing, Australian School of Business Building  
  Telephone:     02 9385 5584  
  Email:         Edu@unsw.edu.au  
  Website        [www.business.unsw.edu.au/edu](http://www.business.unsw.edu.au/edu)

  **UNSW Learning Centre** ([http://www.lc.unsw.edu.au](http://www.lc.unsw.edu.au))

  In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for all UNSW students. The Learning Centre is located on Level 2 of the Library and can be contacted by phone: 9385 3890 or through their website.

  **Technical support:**

  For any technical support issues (difficulty logging in to websites, problems downloading documents, etc) you can contact the UNSW IT Service Desk at:
Counselling support - http://www.counselling.unsw.edu.au

Students experiencing problems of a personal or academic nature may contact the Counselling Service at UNSW. This consultation service is free and confidential and run by professional counsellors. The Counselling Service also conducts workshops on topics such as ‘Coping with Stress’ and ‘Procrastination’. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contacted on 9385 5418.

Library training and support services - http://info.library.unsw.edu.au


Students having any kind of disability that requires some adjustment in their learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer. Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- Examination procedures and advice concerning illness or misadventure https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html

### 10. Course Schedule

**MARK5819: Nonprofit and Social Marketing**

**TENTATIVE LECTURE PROGRAM**

*This time table is subject to change.*

Changes, if any, would be announced in due course.

<table>
<thead>
<tr>
<th>WEEK DATE</th>
<th>LECTURE NO.</th>
<th>TOPIC COVERED*</th>
<th>TUTORIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Lecture 1</td>
<td>Introduction to non-profit marketing</td>
<td></td>
</tr>
<tr>
<td>July 22</td>
<td>Face-to-Face</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Lecture 2</td>
<td>Setting the path of NPOs</td>
<td></td>
</tr>
<tr>
<td>July 29</td>
<td>Face-to-Face</td>
<td>Research in NPOs</td>
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<tr>
<td></td>
<td></td>
<td>Chapters 2 and 3</td>
<td><em>Group Formation</em></td>
</tr>
<tr>
<td>Week 3</td>
<td>Lecture 3</td>
<td>Strategic Marketing Analysis</td>
<td></td>
</tr>
<tr>
<td>August 5</td>
<td>Online</td>
<td>Chapter 4</td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 4</td>
<td>Lecture 4</td>
<td>NPO - Product</td>
<td></td>
</tr>
<tr>
<td>August 12</td>
<td>Online</td>
<td>Chapter 5</td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 5</td>
<td>Lecture 5</td>
<td>Managing perceived costs and distribution</td>
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</tr>
<tr>
<td>August 19</td>
<td>Online</td>
<td>Chapters 5 and 6; Handout</td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 6</td>
<td>Lecture 6</td>
<td>NPO - Promotion</td>
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<tr>
<td>August 26</td>
<td>Face-to-Face</td>
<td>Chapters 6 and 7</td>
<td><em>Presentation of Article summary</em></td>
</tr>
<tr>
<td>Week 7</td>
<td>Lecture 7</td>
<td>Managing Public Media and public advocacy</td>
<td></td>
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<tr>
<td>September 2</td>
<td>Face-to-Face</td>
<td>Handout</td>
<td><em>Presentation of Article Summary</em></td>
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<tr>
<td><strong>MIDTERM BREAK</strong></td>
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<tr>
<td>Week 8</td>
<td>Lecture 8</td>
<td>Generating Funds; Chapter 8, Hand out</td>
<td></td>
</tr>
<tr>
<td>September 16</td>
<td>Online</td>
<td></td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 9</td>
<td>Lecture 9</td>
<td>Special Events; Chapter 9</td>
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</tr>
<tr>
<td>September 23</td>
<td>Online</td>
<td></td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 10</td>
<td>Lecture 10</td>
<td>Social Marketing; Chapter 11</td>
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</tr>
<tr>
<td>September 30</td>
<td>Online</td>
<td></td>
<td><em>Participate in online discussion</em></td>
</tr>
<tr>
<td>Week 11</td>
<td>Lecture 11</td>
<td>Working with the Private sector; Chapter 12, Handout</td>
<td></td>
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<tr>
<td>October 7</td>
<td>Face-to-Face</td>
<td></td>
<td><em>Submission of Final Project</em></td>
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<tr>
<td>Week 12</td>
<td>Lecture 12</td>
<td>Organising and controlling marketing strategies;</td>
<td></td>
</tr>
<tr>
<td>October 14</td>
<td>Face-to-Face</td>
<td>Evaluation and monitoring Handout</td>
<td><em>Project Presentation</em></td>
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<tr>
<td>Week 13</td>
<td>Lecture 13</td>
<td>General Review</td>
<td><em>Project Presentation</em></td>
</tr>
<tr>
<td>October 21</td>
<td>Face-to-Face</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. Detailed description of topics covered in each lecture

Lecture 1: Introduction to and dimensions of Nonprofit and social Marketing
The Shaping of a Consumer World view and the Implications for Social Marketers
Importance of Nonprofit Sector and Types of Nonprofit Organizations
Challenges Faced by the Nonprofit Sector
Publics of Nonprofits
Orientations of Nonprofits
Adoption of Marketing Approach

Lecture 2: Setting the path of NPOs - Developing Customer Focus and Service Excellence
Mission Focus, and Strategic Objectives to Achieve the Organization’s Mission
Differentiation, Positioning and Unique Value Proposition
Segmentation, targeting and positioning
Why Nonprofits Must Do Research
Where Research Fits Into a Nonprofit's MIS
The Research Process

Lecture 3: Strategic Market Analysis and Planning for Public and Nonprofit Organizations
Defining Strategic Marketing, Planning, and Management
The Importance of Marketing Analysis and Planning
The Basic Strategic Market Analysis Process
Potential Areas of Change That May Affect Strategic Planning
Why is Strategic Planning Based in Marketing Theory?
Organizational Culture, Values and Approach to Management Planning

Lecture 4: Offers in Nonprofit Organizations: Product
The Nonprofit Marketing Mix
Identifying the Offer in Nonprofit Organizations
Levels of an Offer and offer Classification
Development and Management of Nonprofit Offers
Managing Nonprofit Distribution
Lecture 5: Managing Perceived Costs and Distribution
The nature and role of costs
Cost management
Setting money prices,
Choosing Prices in Nonprofit Organizations
Nonmonetary Prices of Nonprofit Offers

Lecture 6 -- Offers in Nonprofit Organizations: Promotion
Promotion –Marketing Communication
Promotion Objectives and the Promotional Mix
Direct Marketing Tactics
Importance, types and characteristics of Direct Marketing
Developing a Direct Marketing Program
Ethical and managerial Issues

Lecture 7: Managing Public Media and public advocacy
Traditional public relations
Public relations at the organisational level
Campaign level public relations
Public advocacy

Lecture 8: Generating Funds
Balancing mission and resources
Fund raising: Seeing Through the Eyes of the Potential Donor
Traditional Tactics for Major-Gift Fund-Raising
The Individual Major-Gift Donor Profile
Tasks Related to Effective Nonprofit Major-Gift Development
Online fund raising
Alternative Major-Gift Formats for Prospect Consideration

Lecture 9 -- Special Events in the Nonprofit Sector
Special Events: Definition, Rationale, Planning and Design
Scope and objectives of Events in the Nonprofit Sector
Strategic Issues in Producing Special Events
Managing Special Events
Marketing, Promoting and evaluating Special Events
Lecture 10 -- Social Marketing
Introduction
Changing Public Behaviour
Social Marketing Plan
Issues Marketing: Changing Public Policy
Involvement of the Business Sector

Lecture 11 -- Cause-Related Marketing and Other Collaborations with the Business Sector
Importance of Collaborating with the Business Sector
Corporate – nonprofit alliance: Cost and Benefits
Different Types of Relationships with Businesses
Managing the Relationship
Model of Consumer Responses to Campaign

Lecture 12 – Evaluation, monitoring and control Issues

Lecture 13 - Course Review