



NOTRE DAME OF MARYLAND UNIVERSITY

Business and Economics Department
School of Arts, Sciences, and Business
BUS560 Marketing Management/
NPM570: Nonprofit Marketing

Joule™ Access: <http://learn.ndm.edu/course/view.php?id=13756>

Instructor: Heather Carpenter, Ph.D.; **Office:** Fourier Hall RM 306; **Phone:** 410-532-5743; hcarpenter@ndm.edu, please mention **BUS560/NPM570** in the subject line of your Emails <http://www.linkedin.com/in/heathercarpenter2> **Office Hours:** MW 5-6 pm or by appointment (also via skype, facetime, google hangout). Just Email me and suggest a time.

Credit Hour Statement This 3-credit course complies with federal guidance on student engagement in learning. To meet the required minimum of 6750 minutes of combined direct instruction, fieldwork, and other preparation work.

Course Information:

Course Title: *Marketing Management/Nonprofit Marketing*

Course Number: *BUS-560-50/NPM-570-50*

Course Credits: *3*

Class Time: M 6:00-8:45 PM, Fourier Hall RM 214

Prerequisites

Prerequisites: Admittance in NPM or MALM program.

Course Description

Examines the concepts and processes used in designing and implementing marketing-driven strategies. Students will learn a marketing strategy decision-making process which takes full advantage of secondary data resources. Case studies, in-class discussions, and a semester-long project provide students with an opportunity to design marketing strategies utilizing marketing principles, descriptive statistics, competitive information and management functions such as analysis planning, implementation, and control. [3 credits]

Program and Course Learning Outcomes:

This course allows learners to demonstrate marketing principles and techniques in a variety of organizational settings. Topics include segmentation, branding, and membership recruitment. It also allows learners to communicate specifically to various constituents—including internal

stakeholders, and use various forms of communications, general and social media marketing, and public relations. Learners complete a social media plan for an organization.

In this course, you will work on three specific goals in your degree program:

OBJ	Program Goal MA in Nonprofit Management	Course Objective
1	<p>Apply appropriate organization and program analysis in the nonprofit sector.</p>	<p>Analyze how organizations build strong brands and customer relationships in an environment of constant change.</p> <p>Gauge the uses of social media and other means for advancing communications and public relations to internal and external stakeholders</p>
2	<p>Integrate nonprofit organizational theories into nonprofit operations.</p>	<p>Compare the link between marketing theories and concepts and their use in organizations.</p> <p>Explain what it means to be a market-driven organization and analyze its connection to established marketing principles.</p> <p>Develop marketing plans and case analyses employing a variety of marketing management tools, ranging from new product entry strategy to international market product lifecycle management and strategy.</p>
3	<p>Analyze the distinctive leadership and managerial challenges in the nonprofit sector.</p> <p>Define leadership and ethics demands in nonprofits, including unique government relations.</p> <p>Apply strategic analysis to nonprofit organizations government relations.</p>	<p>Perform SWOT analyses that demonstrate how markets contrast in terms of their “enduring characteristics” and their stage of development and how the nature of competition varies in such markets.</p> <p>Apply a range of analytical frameworks to decisions implicit in strategic marketing management and planning.</p>

OBJ	Program Goal MA in Leadership and Management	Course Objective
1	<p>Create holistic, systems-thinking approaches grounded in leadership and business principles</p>	<p>Compare the link between marketing theories and concepts and their use in organizations</p>

	Apply foundational leadership and management theories through competing philosophical approaches and evaluate the differences in potential organizational outcome through each frame of reference.	Explain what it means to be a market-driven organization and analyze its connection to established marketing principles.
2	<p>Express critical thinking through strategic, ethical, socially responsible, well-reasoned action and communication</p> <p>Evaluate and integrate information from multiple sources and frames of reference into effective organizational strategies that demonstrate understanding of people, structures, cultures, and systems</p> <p>Interpret organizational and societal implications of individual and organizational actions by applying various ethical principles.</p>	<p>Analyze how organizations build strong brands and customer relationships in an environment of constant change.</p> <p>Gauge the uses of social media and other means for advancing communications and public relations to internal and external stakeholders</p> <p>Apply a range of analytical frameworks to decisions implicit in strategic marketing management and planning.</p>
3	<p>Integrate scholarship into personal and professional leadership capacities that transform individual lives, organizations, and society</p> <p>Evaluate and integrate information from multiple sources and frames of reference demonstrating the organizational impact of contextual elements including organizational design, interpersonal skills and group dynamics, competing resources and values, management practices and strategies, and law and policy</p>	<p>Develop marketing plans and case analyses employing a variety of marketing management tools, ranging from new product entry strategy to international market product lifecycle management and strategy.</p> <p>Perform SWOT analyses that demonstrate how markets contrast in terms of their “enduring characteristics” and their stage of development and how the nature of competition varies in such markets.</p>

Required Textbooks and Readings:

Hamper, R. J. (2014). Ultimate Guide to Strategic Marketing: Real World Methods for Developing Successful, Long-term Marketing Plans
 McGraw Hill Education ISBN 978-0-07-180-910; Publisher Price

Other Readings are identified and linked in Joule.

Course Format, Procedures, and Policies:

Methods of Instruction

1. The course is discussion, activities, and experiential. Digital course materials are available through the product publishers, university bookstore, course room, and the Loyola-Notre Dame Library.
2. Assigned readings, class exercises, and personal experiences form the basis for discussion. Exercises and discussions are designed to enhance the concepts learners will apply in their experiential papers.

Grading Criteria

	ASSIGNMENT	VALUE
Assignment #1	Environmental Analysis Paper (individual)	100 points (10% of final grade)
Assignment #2a	Marketing Strategies and Tactics Memo (group)	100 points (10% of final grade)
Assignment #2b	Marketing Strategies Presentation (individual)	50 points (5% of final grade)
Assignment #3a	Marketing Plan Paper (group)	200 points (20% of final grade)
Assignment #3b	Marketing Plan Presentation (group)	50 points (5% of final grade)
Assignment #4	Group charter (group), peer evaluations 2 (individual), team evaluations 2 (group), reflection paper (individual)	50 points (5% of final grade)
Participation and Attendance	<p>Class participation and attendance will be based on your the following:</p> <ol style="list-style-type: none"> 1) Attendance, showing up on time for class and staying through the entire class session. Due to a large amount of content covered during each class, it is your responsibility to find out what you missed and make up the in-class activities. If you miss class, I reserve the right to reduce your class participation grade even if you have made up the in-class assignments. 2) Cooperation in building a stimulating and supportive intellectual atmosphere in class; which means acting professionally during class. If you miss class, you miss out on the group work and the in class discussions and activities, and as a result, may receive a reduction in your class participation grade. 	150 points (15% of final grade)

Weekly Online Quizzes	Most weeks you will be required to complete an assignment that applies your learnings of the course materials. Weekly assignments are due Mondays (6:00 pm).	150 Points (15% of final grade)
Midterm	The midterm will cover materials from the first half of the semester. It will be an in-person exam and include similar questions that were in the online quizzes.	150 Points (15% of final grade)
100% (1000 points)		

It is expected that all assignments will be submitted as **Word Documents** electronically through Joule by 6:00 pm on the designated due date. Assignments received after 6:00 pm on the due date – will be marked down one point per day. **It is your responsibility to check that the assignment was correctly submitted.** Late submission of written assignments must have prior approval of the instructor. Without prior permission, late work will be marked down. If I have finished grading the assignments, then you will receive 0 credit for the late assignment. Your assignments will be graded in joule and posted within two weeks of the assignment submission.

All written papers and reports should reflect a level of quality that is appropriate for your level of study, including following APA formatting with attention to spelling, punctuation, and grammar.

Each assignment has detailed instructions in its rubric (See Appendix A). Please follow each rubric carefully, as that is how grades are determined. Written work will be evaluated on content, logical flow of ideas, sentence structure, grammar, and punctuation. Detailed instructions explaining each assignment and the grading mechanisms are provided in the rubric document.

Formal written assignments will be evaluated through anti-plagiarism software before grading. Learners will strictly adhere to the school's Honor Code. Please include a signed, honor code statement with each formal paper. Papers lacking the honor code statement will not be graded. **Suspicion of plagiarism on any written assignment (formal or informal) will result in a grade of "F" for the course.**

Grading Criteria

Evaluation of student achievement: Grades represent the instructor's evaluation of student achievements in the course.

Each letter grade should be interpreted as follows:

Grade	<i>Graduate</i>
A	950-1000 pts. 95% - 100%
B+	900-949 pts. 90 - 94%

B	840-899 pts. 84% - 89%
C+	790-839 pts. 79% - 83%
C	700-789 pts. 70% - 74%
D	(N/A)
F	< 700 pts. < 70%
W	Withdrawal with official permission
I	Work incomplete because of emergency or extenuating circumstances.

Note on Due Dates:

All assignments are required and must be completed to receive a passing grade. The learner is responsible for ensuring the faculty member receives all assignments by the date designated in the guide unless alternate dates are arranged with the faculty prior to the due date. Late assignments will be deducted 1 point late per day.

University Policies:

NDMU Technology Use:

NDMU embraces appropriate technology use as a means to facilitate student learning and recognizes that it is the responsibility of faculty and preceptors to set and enforce expectations regarding the use of technology in their class, laboratory or experiential site. As a general rule, students may use computers, smartphones, and similar devices in the classroom **only** if they support teaching and learning activities. Other activities that distract students and prohibit them from fully participating in classroom learning and group work such as accessing social media sites, "surfing" the web, shopping, viewing videos, listening to music, text messaging, e-mailing, gaming and similar off-task behaviors are not permitted. In addition, all electronic devices must be in the "silent mode," and cell phones, pagers, and text messages should not be answered during class time.

Students should be aware that expectations for appropriate technology use can change based on the unique needs of specific teaching and learning experiences and that they should seek clarification from the instructor if there is any confusion. Violation of NDMU Classroom Technology Use policy is a violation of NDMU honor code policy. Ensuring compliance with these policies is ultimately a shared responsibility between students and faculty.

Policy for Audio Recording in Classrooms

Notre Dame of Maryland University NDMU students may not use recording devices in the classroom without explicit prior permission of the instructor. Instructor permission is not required when the instructor has received an accommodation notification from Disability Services that identifies a student who requires the use of a recording device. However, the instructor may prohibit the use of any recording device when it would inhibit free discussion and free exchange of ideas in the classroom. No recording of any type shall be posted on any social media site. Use of material is restricted to NDMU students.

Disability Support Services:

Learning support services and accommodations are available to students covered under the Americans with Disabilities Act. If you require accommodations in this course, you must immediately contact the Director of Accessibility and Health Promotion, 410-532-5401. The Director will meet with you, review the documentation of your disability, discuss the services offered, and any accommodations you require for specific courses. It is extremely important that you begin this process at the beginning of the semester. Please do not wait until the first test or paper. It is the student's responsibility to share the accommodation plan with the instructor of the course prior to the due date for tests or other assignments.

Emergency Closure Procedures:

In the case of severe weather or other emergencies, the campus might be closed and classes canceled. Information regarding closings, cancellations, and the re-opening of campus is available from several sources. Students should check the University's Web site (www.ndm.edu) or call 410-532-5151. In addition, a voice mail message will be sent to all campus phone extensions if there is a change in the University's opening status. Students should also sign up for the University's text notification system, which sends messages to registered text-message-capable cell phones, and e-mail addresses. Register for this service at <http://www.ndm.edu/public-safety/e2campus>

Academic Integrity Statement/Honor Code:

By enrolling at Notre Dame of Maryland University, every student accepts and is bound by the Honor Code. The Honor Code is based on respect for the individual, personal responsibility, and honesty. It requires students, faculty, staff, and administrators to uphold Honor Board procedures, including the reporting of violations. The Honor Code expects academic honesty and assumes that any work students submit is their own. A full discussion of the Honor Code and an explanation about potential sanctions for violation is found in the current NDMU catalog.

Students should write and sign on any item submitted for a grade: "I hereby affirm that I have neither given nor received help in this exam, paper or assignment." (Signature)

Students are expected to adhere to the University's standards for academic honesty. A statement of the Honor Code is in the University catalog. Violations of the Honor Code include cheating, plagiarism, and falsification of records or data, unauthorized reuse of work, misrepresentation in bibliography/reference and citations, as well as dishonest use of computer facilities, student ID, Moodle and student emails accounts, etc. It is the learner's responsibility to be aware of behaviors that constitute academic dishonesty: i.e., **ignorance is not an acceptable excuse for honor code violations.**

Each student is expected to do his or her own work. Students may discuss approaches to assignments, and use software or others to proofread work; but using someone else's words, calculations, figures, or ideas with the student's name as author is plagiarism. Suspicion of plagiarism will result in a grade of "F" for the assignment. If the student has violated the honor code one or more times before, the student will be given a final grade of "F" for the course.

Plagiarism is considered a very serious honor code violation. If there are any questions about the nature of plagiarism (what you can and cannot do), please consult one or more of the following: the professor, a Loyola/Notre Dame reference librarian, a staff member of The Writing Center or at the Career Center. Students will be held fully accountable if they are found to have plagiarized. Always credit your source when you use anyone else's language, ideas, tables, charts, pictures, or even music/sounds.

Student Responsibilities

Joule & e-mail (*Every course has a Joule course management site, and a minimum of a syllabus and any relevant course documents (assignments, readings, etc.) must be posted there. Specific instructions for Joule use in your course may be added here*)

- ◆ Students must check Joule every day for additional announcements, assignments, etc.
- ◆ Students must use email account provided through Notre Dame of Maryland University for all course correspondence
- ◆ Students must be aware of all due dates for assignments.
- ◆ If student is absent from class, (see attendance policy), student is responsible for obtaining all course handouts. Handouts will be posted on Joule unless otherwise noted.

Note for Business and Economics Department:

A reference list is required for research projects, article reviews, most homework, and all case reports. **APA reference style must be followed.**

Course Schedule/Outline

Assignments are due as indicated in the course schedule below. Submission times are 6PM, Eastern Time. Here is what you can expect:

Week/Date	Topic/Learning Module	Readings	Homework/Due Dates
1 – 8/27 [last day to drop 9/1]	-Introduction to Marketing Planning -Review Marketing Plan Assignment Instructions	-Optional Readings Practice Makes Perfect (Joule) -Ch. 1 Marketing Planning -Coca-Cola Marketing (Joule) -How the Red Cross is Using Inbound Marketing (Joule)	
3 – 9/10	-Marketing Theories; Mission and Vision - Visit from	-Professional Academy: Marketing Theories (Joule) -Above 30 Marketing Strategies and Concepts (Joule)	Mission Statement worksheet (in class) Team Charter

	Organizational Representative	-How Some Nonprofits Build Sales Teams (Joule) -Reality Check Nonprofit Marketing (Joule)	
4 -9/17	-Environmental Assessment – Situational Analysis [External/Internal] SWOT	- Ch. 2 - Stanford Business Review: Marketing Analysis (Joule)	Assessing the Environment Worksheet (in class) Internal Questionnaire (in class) Online Quiz Ch. 2
5 -9/24	-Environmental Assessment - Product and Service Positioning Analysis / competitive analysis	Ch. 3 26 Examples of Service Positioning (Joule) A Complete Guide to Product Positioning (Joule)	Business Profile & Business Assessment Worksheets; Product Competition Worksheet (in class) Online Quiz Ch. 3
6 – 10/1	Environmental Assessment – Strategic Portfolio Analysis	Ch. 4 How to Eliminate Bias in Data-Driven Marketing (Joule)	Modified Growth-Share Matrix Worksheet (in class) Online Quiz Ch. 4
7 – 10/8	Environmental Assessment – Problem & Opportunity Analysis	Ch. 5 AI Models of Real Consumers Could Hold Marketing Insights (Joule)	Problem Analysis, Resource and Opportunity Analysis Worksheets (in class) Online Quiz Ch. 5
8 – 10/15 [last day to apply for May graduation]	Review Session		Environmental Analysis Paper
9 – 10/22 [registration for winterim/spring 10/22-		Mid-term	Peer and Team Evaluation

10/26] last day to withdraw 10/16			
10 – 10/29	Developing Marketing Objectives	Ch. 6 North Face's New Campaign (Joule)	Online Quiz Ch. 6 Marketing Objectives Worksheet (in class)
11 – 11/5	Marketing Strategies & Tools	-Ch. 7 -52 Types of Marketing Strategies (Joule) -Women make up the Majority of Olympic Engagements on Social Media -Social Media, No longer a Dunk in the Dark	Online Quiz Ch. 7 Marketing Strategies Worksheet (in class)
12 – 11/12	Marketing Strategies and Tools	Marketing Strategies Presentations	
13 – 11/19	Marketing Strategies and Tools	Marketing Strategies Presentations Organizational Representative visit to review marketing strategies.	Marketing Strategies and Tactics Memo
14 – 11/26	Budgeting	Ch. 8 How to Determine the Perfect Marketing Budget for Your Company 7 Ways to Maximize Your Online Marketing Budget Nonprofit Communications Budgets How Big Should Yours Be These 3 Questions to Determine Where to Spend Your Marketing Dollars	Online Quiz Ch. 8 Marketing plan budget worksheet (in class)

15 -12/3	Implementation and Control	Ch. 9 & 10 Yep, Even Brand Mascots Are Guilty of Gender and Racial Bias	Online Quiz Ch. 9 & 10 Implementation Strategy Worksheet (in class) Control and Monitoring Worksheet (in class)
16 – 12/10		Presentations	Final Marketing Plan Paper Due Reflection Paper Due Final Team and Peer Evaluation Course Evaluation

This rubric will be used to assess assignments 1-3.

Element	Excellent 100%	Good 90%	Basic 80%	Rudimentary 70%	Unacceptable 0%
Paper length and required components (20%)	The paper is over the required length and includes all the required components.	The paper is at least the required length. The paper includes the required components.	The paper barely meets the minimum requirement for length and is missing one required component.	The paper is less than required page length and/or the paper is missing many required components.	The report is not appropriate or acceptable.
Introduction and conclusion (20%)	Has a strong introduction and/or conclusion.	Has a good introduction and/or conclusion.	Contains a basic introduction and/or conclusion.	Introduction and/or conclusion is weak.	Not appropriate or not acceptable.
Body (20%)	Accurately and incisively summarizes the purpose. Main points are emphasized and synthesized.	Accurately summarizes the purpose. Important points are emphasized and somewhat synthesized.	Summarizes the purpose. Some points are emphasized, but there is little synthesis.	The body is weak but appears earnest.	The body is sloppy and poorly crafted in the extreme.
Integration of course concepts (10%)	Thoroughly and seamlessly integrates the course materials.	Integrates the course materials.	Missing substantial evidence of integration of course material.	Superficial integration of course materials.	No integration or integration is sloppy and poorly crafted in the extreme.

Mechanics / Grammar (20%)	Structure is evident and understandable. Writing is fluid, grammar is correct, and spelling is flawless.	Structure is evident and generally understandable, although certain areas may contain errors. Writing is solid, grammar is competent, and spelling errors are rare.	Lacks a solid structure, which makes certain points difficult to follow. Contains many spelling, punctuation, and grammatical errors.	Poorly written or difficult to follow from point to point. Spelling, punctuation, and grammatical errors are widespread.	Poorly written AND difficult to follow from point to point. Spelling, punctuation, and grammatical errors are rampant.
APA Style (10%)	References, citations, and parenthetical documentation are appropriate and correct.	References, citations, and parenthetical documentation are appropriate and usually correct.	References, citations, and parenthetical documentation contain errors.	References, citations, and parenthetical documentation are incorrect or missing.	Most references, citations, and parenthetical documentation are incorrect or missing.