

NOTRE DAME de NAMUR UNIVERSITY  
MARKETING FOR NON-PROFIT ORGANIZATIONS  
HS-160-09

Tuesdays 6:00 – 10:15PM

Instructor  
Ralph Barsi MS, CEAP, C.A.S.

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Instructor Information:

Ralph Barsi is currently the Director, Project & Property Management at Mills-Peninsula Health Services. He was formerly the Employee Assistance Director for Trans World Airlines and is a Certified Employee Assistance Professional (CEAP). He has a Bachelor of Science from San Francisco State University and a Master of Science, Health Services Management from LaSalle University. He is also an Adjunct Professor at the University of Nevada, Reno and Las Vegas in the Continuing Education Department. He is formerly the President of the California Employer Advisory Council.

Course Description:

The course is directed toward specific Customer Service Marketing applications that have focused relevance to non-profit organizations. Special attention is given to marketing of services, customer service, development of marketing strategies, and sales to targeted markets.

Course Objectives:

1. To gain an overview of marketing as effective management by an organization and its relationship with various markets and customers.
2. To understand how marketing relates to promotion, advertising, personal selling, public relations, fund raising and other organizational functions.
3. To specifically address the host of problems facing non-profits as they relate to marketing thrusts and opportunities.

Textbook:

Handouts will be given in class.

Format and Tasks:

The class format is tailored towards blending the handouts to marketing with real world applications. To that end, supplementing the handouts, concentrations with guest speakers, lecture, and development of current issues in the field will be the main focus.

Heavy emphasis is placed on student involvement. Discussions and exercises will be designed to integrate the students experience to the specific applications being presented.

**Due to the nature of the seven-week class, the course will require augmenting the basic course material. Feedback, mid-term project, and the final examination will be the integral parts to measure progress and attainment of class objectives.**

Additionally each student will be expected to give an oral presentation at the mid-term. A final examination will be given, which will represent a comprehensive composite of both the text and lectures during the course.

**IN ORDER TO MAXIMIZE THE LEARNING EXPERIENCE, REGULAR CLASS ATTENDANCE AND PARTICIPATION ARE CRITICAL ELEMENTS OF THE COURSE.**

**MISSING MORE THAN ONE CLASS REQUIRES THAT THE STUDENT BE REFERRED TO THE DIRECTOR OF THE INTENSIVE EVENING HUMAN SERVICES DEPARTMENT.**