



COURSE TITLE: HSP 2227 – Marketing for Nonprofit Organizations

DESCRIPTION: Presents the principles of marketing, marketing strategy, and the marketing mix (product, place, price, and promotion) as applicable in a nonprofit setting. This 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..

PREREQUISITES: None

SEMESTER: Fall 2017, term 2

COURSE START: Thursday October 26

CLASS HOURS: 6:00 to 10:15pm

COURSE MATERIAL: Handouts to be given in class

INSTRUCTOR: Ralph Barsi, MS, CEAP, C.A.S.

Ralph Barsi is currently the Director of Property and Project Management at Mills-Peninsula Health Services in Burlingame. He was formerly the Employee Assistance Director for Trans World Airlines and the Employee Assistance Manager for the San Francisco Giants and is a Certified Employee Assistance Professional (CEAP). He has a Bachelor of Science from San Francisco State University, a Master of Science, Health Services Management, and is a Certified Addiction Specialist (C.A.S.). He is also an approved trainer for the Department of Transportation Alcohol & Drug Testing Program, certified by the Employee Assistance Professional Association. He is the past president of the California Employer Advisory Council.

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OFFICE HOURS: 30 minutes prior to the start of each class or by prearranged appointment.

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

LEARNING and OTHER DISABILITIES: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

SYLLABUS UPDATES: Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

CLASS ATTENDANCE: Your attendance is very important to your studies at the University. **In order to maximize the learning experience, regular class attendance and participation are critical elements of the course.** Intensive classes require a stringent absence policy since even once absence



may significantly affect achievement of course learning objectives. With only 28 class contact hours as opposed to the traditional 45 contact hours, all class time is critical. A student who misses more than one class period or the equivalent (four accumulated hours) must withdraw from the class and will be assigned a failing grade for the course unless officially dropping the class. It is the student's responsibility to initiate the drop or withdrawal. There are no exceptions.

WORKLOAD: In addition to class attendance, every Intensive class at NDNU includes assignments estimated to take approximately three (or more) hours per week per unit outside of class (14 hours). The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 18 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study – Total of 16 per week

Class Contact hours:	4
Text Reading and Note Taking:	4
Research and Writing Assignments:	6
Term Projects Research:	2

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers.

LATE HOMEWORK: Assignments are to be completed and submitted at the start of each class meeting. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Only up to two assignments may be turned in late during the duration of the class. Late assignments scores will incur a reduction of 20% of point value.

PARTICIPATION: Due to the nature of the seven week class, the course will require augmenting the basic course material. Feedback, mid-term project, reaction papers, presentations in class, 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 and written 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.

CLASS FORMAT AND ASSIGNMENTS: 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.

LEARNING OBJECTIVES:

- To gain an overview of marketing as effective management by an organization and its relationship with various markets and customers. (PLO #1)
- To understand how marketing relates to promotion, advertising, personal selling, public relations, fund raising, and other organizational functions. (PLO#1, PLO #2)
- To specifically address the host of problems facing non-profits as they relate to marketing threats and opportunities. (PLO #2, #3)
- To understand the importance of customer relations and satisfaction, as it relates to non-profit marketing strategies. (PLO #3, #5)



Human Services Program Learning Outcomes (PLO):

1. Students will develop the ability to understand and demonstrate adherence to **ethical principles**.
2. Students will demonstrate analytical, problem solving, and **project management** skills.
3. Students will develop critical thinking abilities and a foundation of ethical understanding that will allow them to **serve people of diverse** ethnic, cultural, gender, and other backgrounds.
4. Students will demonstrate a love of the pursuit of continuous learning and an ability to **inspire others** with that love.
5. Students will be able to **communicate effectively**, in writing and orally, and will be able to do so with clarity, correctness, and conviction

Institutional Learning Outcomes (ILO):

1. Written Communication
2. Quantitative Reasoning
3. Oral Communication
4. Critical Thinking
5. Mission, Values, and Engagement

ASSIGNMENTS VALUE & KEY DATES:

Assignments	Pt Value	Due dates
Participation (5 pts possible per class meeting)	35	Wks 1-7
Midterm Exam	15	
Term Paper	50	
POINT TOTALS	100	

GRADE/POINT CONVERSION:

A+ 100-97	A 96-94	A- 93-90	
B+ 89-87	B 86-84	B- 83-80	
C+ 79-77	C 76-74	C- 73-70	
D+ 69-67	D 66-64	D- 63-60	F 59 or <

COURSE ACTIVITIES:

Wk	2017	Topics	Assigned Readings	Assignments
1	10/26		•	
2	11/2		•	
3	11/9		•	
4	11/16		•	Midterm
5	11/23		•	Thanksgiving Holiday
6	12/2		•	
7	12/7		•	Final Exam