



**Spring Term**

**Basic Information:**

<b>Title:</b>	Marketing for NPO's	<b>Code:</b>	MKTG 484
<b>Program:</b>	BBIT (Marketing Major)	<b>Credit Hours:</b>	Three (03)
<b>Sessions:</b>	30 Classes + Mid Term + Final Term	<b>Pre-Requisite:</b>	MKTG 280

**Course Description:**

*The course focuses at the strategic value of NPO/NGO marketing and allied services with emphasis on value-added, diversified offerings, corporate relations development, image building, NPO services marketing planning and service delivery and performance. The aim is to provide students with an opportunity to explore the future directions in the field of NPO marketing by integrating the customer-focused operations, marketing strategy and organizational benchmarks. The course will introduce the core principles and concepts specific to the NPO service sector and highlight the importance of process, delivery, customer loyalty and communications by exploring businesses of fundraising and donations in a variety of industries.*

**Learning Outcomes:**

*After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable:*

- ✓ *To familiarize students with the NPO/NGO marketing analysis, corporate process and trends.*
- ✓ *To provide students with tools to apply fundraising, festivity and promotional campaigns in real life situations*
- ✓ *To explain the role and components of cause related marketing and donors' behavior*

**Teaching Learning Methodology:**

*The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, presentations, research assignments, Business Games and projects. Lectures will be twice a week of 90 min each.*

**Group Configurations:**

*One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four/five for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.*

**Weekly Term Plan**

<b>Wk</b>	<b>Lecture Topic</b>
01	<i>Definitions and Basic Concepts of NPO Marketing</i>
02	<i>Comparative Analysis between NPO and NGO Services &amp; Funding</i>
03	<i>International NPOs Environments and Key Players</i>
04	<i>Types of NPOs and Registration Process</i>
05	<i>NPOs and Entrepreneurial dimensions</i>
06	<i>Fundraising Models and Strategies</i>
07	<i>Corporate Image Building and Maximizing the Org. Value</i>
08	<b>Mid Term Examination</b>
09	<i>Social Media Marketing and IMC Strategies for NPOs/NGOs</i>
10	<i>Agencies, Community Relations and Donations</i>
11	<i>Fundraising for Non-Governmental Organizations</i>
12	<i>Customer Relationship Mgmt. in NPO Marketing</i>
13	<i>NPO Marketing Plan</i>
14	<i>Organizational Hierarchy and Infra structure for NPO Marketing</i>
15	<i>Future Directions in NPO Marketing</i>
16	<b>Final Term Examination</b>



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**Topics in Detail**

<b>No Topic</b>	
01	<i>Introduction to the NPO Marketing</i>
02	<i>Definitions and basic Concepts</i>
03	<i>NPO marketing Environment</i>
04	<i>Differences between NPOs and NGOs</i>
05	<i>NPO Models</i>
06	<i>International NPOs</i>
07	<i>Donors and Fundraisers</i>
08	<i>Entrepreneurship and NPO dimensions</i>
09	<i>Registration Process for NPOs</i>
10	<i>Fundraising Strategies</i>
11	<i>Donations and Queries</i>
12	<i>Information flow for fundraising</i>
13	<i>Corporate Image Building</i>
14	<i>Promotional Tools</i>
15	<i>IMC Strategies and PR Models</i>
	<i>Corporate Social Responsibility</i>
16	<i>Fundraising Strategies for NGOs</i>
17	<i>Writing a NPO Marketing Plan</i>
18	<i>Organizational Infra Structure for NPOs</i>
19	<i>Advanced Topics and Future Directions in NPO Marketing</i>
20	<i>Final Term Examination</i>

**Text & Recommended Readings**

- Alan R. Anderson & Kotler Phillip,**  
*“Strategic Marketing for Non Profit Organizations”,*  
*McGraw Hill 9<sup>th</sup> Ed.*

**Assignment Specification**

<i>Microsoft Word for Documentation</i>	
<i>Headings</i>	<i>Arial 11pt Bold</i>
<i>Normal Text</i>	<i>Times New Roman 10pt</i>
<i>Header Footer</i>	<i>Times New Roman 8pt</i>
<i>Paragraph</i>	<i>Single Line Spacing</i>
	<i>First Line Indent 1.0 cm</i>
<i>Page Margins</i>	<i>2 cm from each side</i>

**Assignments/ Research Projects**

<b>No</b>	<b>Title</b>	<b>Due Date</b>
A-01	<i>Lower Income Workers’ Empowerment in Politics</i>	<i>2<sup>nd</sup> Class of 3<sup>r</sup> Week</i>
A-02	<i>International NPO in Pakistan’s Market Niche</i>	<i>2<sup>nd</sup> Class of 6<sup>th</sup> Week</i>
A-03	<i>Your Dream Start Up NPO’s Strategic Plan</i>	<i>2<sup>nd</sup> Class of 9<sup>th</sup> Week</i>



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**Grading Policy:**

*Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.*

<b>Sessional</b>	<b>25%</b>		<b>Mid Term</b>	<b>35%</b>		<b>Final Term</b>	<b>40%</b>
Assignments	15 %		Mid Term Exam	35%		Final Exam	40%
Quizzes	10%						

*Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.*

**Dishonest Practices & Plagiarism**

*Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.*

*For details consult Plagiarism Policy of the University at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>*

**Grading System:**

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

**Norms to Course:**

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will be result in forced withdrawal. (PU Policy)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (PU Policy)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

**Good Luck**  
 For the Spring Term