

# PADM 6970

## Social Marketing for Nonprofit Organizations

### Fall 2018

**Professor:** Ken Chilton

This is a sample for prospective students. Current students should NOT purchase books based on this - consult your instructor!

**Office Hours:** Monday & Thursday, Noon – 2:00 pm or by appointment

**On-Campus Class Location:** Avon Williams |

**On-Campus Class Time:** Every other Monday | 5:30 – 8:15

### Course Overview

Marketing has a long history in the private sector; however, in recent decades it has come to be an essential component of success for any nonprofit organization. In this course we will examine the principles and practices employed by marketers, how these principles and practices are being used in the nonprofit sector, as well as the impact of these practices on nonprofit organizations, the nonprofit sector, and stakeholders associated with nonprofit organizations. This course is designed in a way to provide students with a broad understanding of the principles and practices of social marketing in the nonprofit sector, emphasizing the need for strategic thinking in order to optimize the benefits that can accrue from social marketing. Students will learn about the theoretical perspectives behind social marketing, and will acquire “hands on” conducting brand analysis and develop a strategic social marketing plan for a nonprofit organization.

### Instructional Methods

PADM 6970 is a hybrid course, which means that lectures, supplemental readings, and in-class exercises are offered one week on campus, the following week online, and so on throughout the entirety of the semester. When meeting on campus, students are expected to be prepared for class by having read any assigned materials, considered the “real world” implications of topics covered in the reading, and by being prepared to engage in meaningful discussions about the weekly topic. In order to be an effective online learner, students will need to adapt the skills they’ve used to be successful in on-campus courses.

You need to be self-disciplined to stay up-to-date on assignments and readings. You can demonstrate your mastery of the material in online discussions, in-class comments, and written assignments.

### Learning Outcomes

Tennessee State University’s College of Public Service’s MPA program is a NASPAA accredited program. NASPAA has established a collection of competencies that they believe are essential for students to learn throughout their time pursuing an MPA. Toward the end of the semester you will be

asked to complete an online survey based on your judgment of how well this course content and assessments related to these competencies, which is required by our accrediting agency – NASPAA. The table below lists the MPA competences that are to be addressed in this course.

PC 1: Each MPA graduate will be competent to lead and manage in public, nonprofit, or public affairs

SLO 1.1 Analyze organizational behavior to improve systems and manage performance

- Nonprofit brand analysis paper
- Social marketing plan

PC 3: Each MPA graduate will be competent to analyze, synthesize, think critically, solve problems and make decisions appropriate to public or nonprofit administration settings

PC 3.3 Apply systematic research processes to novel problems and produce research in written form

- Nonprofit brand analysis paper
- Social marketing plan

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#### **TEXTBOOK**

Laidler-Kylander, N., & Stenzel, J. S. (2014). *The brand idea: Managing nonprofit brands with integrity, democracy, and affinity*. San Francisco, CA: Jossey-Bass.

#### **Assignments**

***Social Marketing & Diversity (20 points)***  
**(due: in-class on September 24)**

***Presentation Overview*** Social Marketing and Diversity:

Choose 5 nonprofits of your choice. Visit their websites and analyze their marketing content. Review the content from a “diversity” perspective. That is, does the marketing of the organization reflect the diversity of society?

How to make conclusions?

- You can do several different things to assist you in this assignment.
- Count diversity in the images used (gender, race, age, etc.)
- Count diversity in the FB, Instagram, Twitter accounts used by the organization
- Is the board membership diverse? (assumes you can access photos on the website)
- Are the materials shared “broad” in terms of meeting interests for a range of groups or are the materials narrowly targeted to a single demographic?

Assignment Requirements: Students will make a 4 minute presentation (using graphics, charts, etc.) and submit a 2-page paper.

***Reflection Papers (3 papers, 10 points each, 30 points total)***  
**(due: September 17, October 15, and November 12 by Midnight)**

Assignment Overview: Using the three parts of the Laidler-Kylander & Stenzel textbook (listed below), students will develop a reflection paper where they discuss the primary topics explored in that part of the book, as well as build linkages between those topics and what they're learning about their adopted nonprofit organization. Questions for each of the three parts will also be provided. Students will be able to select from those questions to help guide development of the paper.

1. Context, Concepts, and Building Blocks
2. Getting the Brand IDEA
3. Putting the Brand IDEA into Action

Assignment Requirements Overview: 2-4 pages. Students will also be prepared to discuss their papers during the next class meeting. Refer to the grading rubric on eLearn for specifics about the assignment.

***Nonprofit Brand Analyses (3 papers, 15 points each, 45 points total)***  
**(due: October 1, October 29, and November 26 by Midnight)**

The key element of these nonprofit brand analyses, is providing students with the opportunity to apply what they're learning via the course activities, lectures, and readings. Moreover, it provides each student with the ability to work on elements of the Social Marketing Plan throughout the semester.

Assignment Overview: Corresponding to three key topics in the textbook – *What is a Nonprofit Brand?*, *Applying the Brand IDEA Framework*, and *Implementing the Brand IDEA Framework* – students will develop three papers whereby they analyze their adopted nonprofit organization. Grading rubrics for all three papers will be distributed during Week #5.

Assignment Requirements Overview: 3-5 pages. The brand of the adopted nonprofit organization will be analyzed based on the concepts covered in the corresponding section of the course textbook.

***Social Marketing Plan Project (105 points overall)***

A key element of this course is enabling students to develop a personal and professional understanding of what it means to do social marketing in the nonprofit sector. Over the course of the semester, students will practice nonprofit social marketing management through weekly workshop modules where they will apply what they learn, as well as conduct ongoing research on a nonprofit organization in the Nashville area. Social Marketing Plans will include standard professional elements, such as a brand assessment, brand inventory, and analysis of brand stakeholders.

*No later than September 17, each student will submit a proposal for a local nonprofit they would like to adopt, analyze, and develop a social marketing plan for during the semester. This proposal will consist of the name of the nonprofit organization, the name of the individual or individuals who manage the organization's social marketing, and a brief justification for why the organization was selected for this project.*

Overall, this project is composed of three distinct elements: (1) conducting an interview with the key individual(s) in the adopted nonprofit who oversee social marketing, (2) developing a Social Marketing Plan (rough draft and final draft) and (3) making a professional presentation about the Social Marketing Plan that has been developed for the student team's adopted nonprofit organization.

### **Social Marketing Interview (15 points)**

You will identify the individual or individuals in your adopted organization that is in charge of social marketing, and you will interview him/her/them for use in your presentation and Social Marketing Plan. Prior to conducting your interview, you **must** submit your interview questions for review and approval (5 points), and then have your interviewee email me to confirm you conducted the interview (10 points). *Potential interview candidate and interview questions must be submitted for approval no later than October 15.*

### **Social Marketing Plan – Rough Draft (20 points)**

**(due: Nov. 15)**

Students will submit a fully formed, rough draft of their Social Marketing Plan. This will allow the Professor to give feedback in advance of final product

### **Social Marketing Plan Presentation & Discussion (20 points)**

**(due: Monday, December 5)**

You will be provided a detailed grading rubric at least four weeks before the due date.

The intent of this assignment is to allow students to present and discuss the key ideas in their Social Marketing. These presentations will be 8-10 minutes.

### **Social Marketing Plan (50 points)**

**(due: December 3 by midnight)**

A detailed grading rubric will be distributed and discussed during Week #5.

Assignment Overview: Using material covered throughout the semester, and material discovered through external research, and at least four academic journal articles; students will develop a Social Marketing Plan for their adopted nonprofit organization.

### **Assignments & Weights (250 total points)**

Diversity Assignment

20

Reflection Paper #1

10

Reflection Paper #2	10	Social Marketing Interview	15
Reflection Paper #3	10	Social Marketing Plan Draft	20
Brand Analysis #1	15	Social Marketing Presentation	20
Brand Analysis #2	15	Participation	50
Brand Analysis #3	15	Social Marketing Plan	50

## Calculating Course Grade

Letter grades are based on the following scale:

180 <	= A	140 – 149	= C
170 - 179	= B+	120 - 139	= D
160 - 169	= B	< 120	= F
150 - 159	= C+		

## Class Schedule

**Week 1 (August 20 - 26): Welcome to the Course & Overview (*on-campus*)**

**Week 2 (August 27 – September 2): The Brand IDEA Framework (*on-campus*)**

Monday: Week #2 lecture posted

Assigned Readings: Laidler-Kylander & Stenzel, Chapter 1  
See Module 2 Content for additional readings

**Week 3 (September 3 - 9): What is a Brand? How is a brand managed? (*online*)**

Monday: Week #3 lecture posted

Assigned Readings: Laidler-Kylander & Stenzel, Chapter 2

**Week 4 (September 10 - 16): The Building Blocks of a Brand (*on-campus*)**

Monday: Week #4 lecture posted

Assigned Readings: Laidler-Kylander & Stenzel, Chapter 3

**Week 5 (September 17 - 23): The Role of a Brand, and the Benefits (*online*)**

Monday: Week #5 lecture posted

Assigned Readings: Laidler-Kylander & Stenzel, Chapter 4

Reflection Paper 1 DUE: Sept. 17

Nonprofit Case Study Proposal DUE Sept. 17

**Week 6 (September 24 – 30): Brand Integrity (*on-campus*)**

Monday: Social Diversity Assignment

Monday: Week #6 lecture posted

Assigned Readings: Laidler-Kylander & Stenzel, Chapter 5

**Week 7 (October 1 - 7): Brand Democracy (online)**

Monday: Week #7 lecture posted  
Monday: Brand Analysis Paper #1 DUE  
Assigned Readings: Laidler-Kylander & Stenzel, Chapter 6

**Week 8 (October 8 - 14): Brand Affinity (on-campus)**

Monday: Week #8 lecture posted  
Sunday: Nonprofit Brand Analysis #1 is due by Midnight Central Time  
Assigned Readings: Laidler-Kylander & Stenzel, Chapter 7

**Week 9 (October 15 - 21): Implementing the Brand IDEA (online)**

Monday: Latest date to submit Nonprofit Proposal & Interview Questions  
Monday: Week #9 lecture posted  
Reflection Paper 2 DUE October 15  
Assigned Readings: Laidler-Kylander & Stenzel, Chapter 8

**Week 10 (October 22 - 28): The Brand IDEA in the Real World (on-campus)**

Monday: Week #10 lecture posted  
Monday: Brand Analysis Paper #2 DUE  
Assigned Readings: Laidler-Kylander & Stenzel, Chapter 9

**Week 11 (October 29 – November 4): Contemporary Issues in Social Marketing (online)**

Tuesday: Deadline for Interview Proposal (candidate & questions)  
Nonprofit Brand Analysis #2  
Monday: Week #11 lecture posted  
Assigned Readings: Supplemental Readings posted to eLearn

**Week 12 (November 5 - 11): Contemporary Challenges in Social Marketing (on-campus)**

Tuesday: Reflection Paper #3 is due by Midnight Central Time  
Monday: Week #12 lecture posted  
Assigned Readings: Supplemental Readings posted to eLearn

**Week 13 (November 12 - 18): The Future of Social Marketing (online)**

Monday: Week #13 lecture posted  
Monday: Reflection Paper #3 DUE  
Thursday: PAPER ROUGH DRAFT DUE  
Assigned Readings: Supplemental Readings posted to eLearn

**Week 14 (November 19 - 25): Fall Break**

Sunday: Nonprofit Brand Analysis #3 is due by Midnight Central Time  
Assigned Readings: none

**Week 15 (November 26 – December 2): Social Marketing Plan Workshop (on-campus)**

Monday: Students will come to class prepared to share and work on aspects of their Social Marketing Plan projects  
Monday Brand Analysis Paper #3 Due  
Assigned Readings: Supplemental Reading posted to eLearn

### **Monday, December 5 FINAL EXAM IN-CLASS (on-campus)**

- **Social Marketing Plan Presentations**
- **Social Marketing Plan Due**

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### **Late Submissions**

Late assignments will not be accepted without prior approval from the Professor. The Professor reserves the right to not accept late submissions, which is why all deadlines are announced far in advance. Incomplete grades will be given ONLY for officially recognized cases related to individual health, bereavement or other university recognized reason. Documentation is required.

### **Academic Integrity**

The tenets of Tennessee State University's Statement on Academic Integrity will be strictly enforced in this course, and all assignments shall be subject to stipulations of the statement. For more information, please see: [tnstate.edu/graduate/academicintegrity.aspx](http://tnstate.edu/graduate/academicintegrity.aspx)

### **Disability Accommodation Statement**

Tennessee State University is committed to creating inclusive learning environments and providing all students with opportunities to learn and excel in their course of study. Any student with a disability or condition, which might interfere with his/her class performance or attendance, may arrange for reasonable accommodations by visiting the Office of Disability Services (ODS). ODS is located in Kean Hall, room 131 and can be reached at 963-7400 or [www.tnstate.edu/disabilityservices](http://www.tnstate.edu/disabilityservices). You will be required to speak with ODS staff and provide documentation of the need for an accommodation. If you qualify for an accommodation you will be provided with a document stating what type of classroom accommodations are to be made by the instructor. It is your responsibility to give a copy of this document to the instructor as soon as you receive it. Accommodations will only be provided AFTER the instructor receives the accommodation instructions from ODS; accommodations are not retroactive. You must follow this process for each semester that you require accommodations.

### **Sexual Misconduct, Domestic/Dating Violence, Stalking**

Tennessee State University recognizes the importance of providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or is experiencing any of these incidents, there

are resources to assist you in the areas of accessing health and counseling services, providing academic and housing accommodations, and making referrals for assistance with legal protective orders and more.

Please be aware that most TSU employees, including faculty and instructors, are “responsible employees,” meaning that they are required to report incidents of sexual violence, domestic/dating violence or stalking. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your situation will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

You are encouraged to contact TSU’s Title IX Coordinator to report any incidents of sexual harassment, sexual violence, domestic/dating violence or stalking. The Title IX coordinator is located in the Office of Equity and Inclusion, McWherter Administration Building, Ste. 260 and can be reached at 963-7494 or 963-7438. For more information about Title IX and TSU’s SART or policies and procedures regarding sexual, domestic/dating violence and stalking please visit: [www.tnstate.edu/equity](http://www.tnstate.edu/equity).

If you wish to speak to someone confidentially, who is not required to report, you can contact the TSU Counseling Center, located in the basement of Wilson Hall, at 963-5611 or TSU Student Health Services, located in the Floyd Payne Campus Center room 304, at 963-5084. You may also contact the following off campus resources: Sexual Assault Center of Nashville at 1-800-879-1999 or [www.sacenter.org](http://www.sacenter.org) or the Tennessee Coalition to End Domestic & Sexual Violence at 615-386-9406 or [www.tncoalition.org](http://www.tncoalition.org).

## **Harassment & Discrimination**

Tennessee State University is firmly committed to compliance with all federal, state and local laws that prohibit harassment and discrimination based on race, color, national origin, gender, age, disability, religion, retaliation, veteran status and other protected categories. TSU will not subject any student to discrimination or harassment and no student shall be excluded from participation in nor denied the benefits of any educational program based on their protected class. If a student believes they have been discriminated against or harassed because of a protected class, they are encouraged to contact the Office of Equity and Inclusion at McWherter Administration Building, Ste. 260, 615-963-7494 or 963-7438, [www.tnstate.edu/equity](http://www.tnstate.edu/equity).