

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

| | | |
|--|----------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> | Contact Name: Tigi Mersha | Phone: x4965 |
| DEPARTMENT / DIVISION: <i>Management and Marketing</i> | | |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): | | |
| 8. New Course: MKTG 742 Social, Nonprofit, and Public Sector Marketing MBA | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009 | | |

| | | | | |
|-------------------------------|--|--|--|--------------------------------|
| Box 1: TYPE OF ACTION | ADD(NEW) <input checked="" type="checkbox"/> | DEACTIVATE <input type="checkbox"/> | MODIFY <input type="checkbox"/> | OTHER <input type="checkbox"/> |
| Box 2: LEVEL OF ACTION | Non-Credit <input type="checkbox"/> | Undergraduate <input type="checkbox"/> | Graduate <input checked="" type="checkbox"/> | OTHER <input type="checkbox"/> |

| Box 3: ACTION ITEM (check appropriate boxes) | DOCUMENTS REQUIRED (see box 4 below) | IMPACT REVIEWS (see box 5 on back) | APPROVAL SEQUENCE (see box 6 on back) |
|--|---|---------------------------------------|--|
| 1. Experimental Course ¹ | NOP | a, c, e | AC |
| 2. Course Title | NO | | ABCD |
| 3. Course Credits | NO | | ABCD |
| 4. Course Number | NO | | ABCD |
| 5. Course Level | NO | | ABCD |
| 6. Pre & Co-Requisite | NO | | ABCD |
| 7. Course Description | NOP | | ABCDEF |
| X 8. New Course | NOP | | ABCDEF |
| 9. Deactivate a Course | NO | | ABCDEF |
| 10. Program Requirements | NO | b, c, d, e | ABCDEF |
| 11a. UG Specialization (24 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11b. Masters Specialization (12 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11c. Doctoral Specialization (18 credits or less) | NO | a, b, e | ABCDEF |
| 12. Closed Site Program | NOT | e | ABCDHIK |
| 13. Program Suspension ⁹ | NO,5 | a, e | ABCDEGIK |
| 14a. Certificate Program (ug/g) exclusively within existing degree program | NO | a, c, e | ABCDEFHIK |
| 14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) | NOQR, 6 | a, c, e | ABCDEFHJL |
| 15. Off-Campus Delivery of Existing Program | NO, 4 | a, b, c, e | ABCDHIL |
| 16a. UG Concentration (exceeds 24 credit hours) | NO, 5 | a, c, d, e | ABCDEFGHJL |
| 16b. Masters Concentration (exceeds 12 credit hours) | NO, 5 | a, c, d, e | ABCDEFGHJL |
| 16c. Doctoral Concentration (exceeds 18 credit hours) | NO, 5 | a, c, d, e | ABCDEFGHJL |
| 17. Program Title Change | NO, 5 | a, c, d, e | ABCDEFGHJL |
| 18. Program Termination | NO, 10 | d, e | ABCDEFGHIK |
| 19. New Degree Program | NOQR, 3,8 | a, c, d, e | ABCDEFGHJL |
| 20. Other | Varies | Varies | Varies |

| | | | | | | |
|---|-------------------------------|--------------------------|------------------------------|--------------------------|----------|--------------------------|
| Box 4: DOCUMENTATION (check boxes of documents included) | | | | | | |
| X | N. This Cover Sheet | <input type="checkbox"/> | Q. Full 5-page MHEC Proposal | <input type="checkbox"/> | T. Other | <input type="checkbox"/> |
| X | O. Summary Proposal | <input type="checkbox"/> | R. Financial Tables (MHEC) | <input type="checkbox"/> | | |
| X | P. Course Definition Document | <input type="checkbox"/> | S. Contract | <input type="checkbox"/> | | |

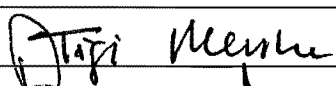
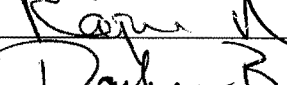
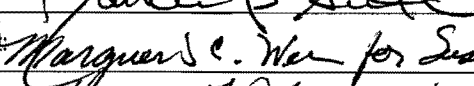

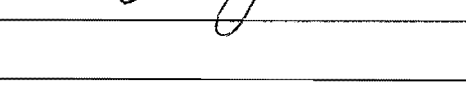
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): |
| 8. New Course: MKTG 742 Social, Nonprofit, and Public Sector Marketing MBA |

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

| Box 5: IMPACT REVIEW | SIGNATURES (see procedures for authorized signers) | DATE |
|--|--|------|
| a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | CIO or designee: | |
| c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Registrar or designee: | |

| Box 6: APPROVAL SEQUENCE | APPROVAL SIGNATURES | DATE |
|---|---|----------|
| A. Department / Division | Chair:  | 12/18/08 |
| B. Final faculty review body within each School | Chair:  | 1/14/09 |
| C. College Dean | Dean:  | 12/15/08 |
| D. Provost and Senior Vice President for Academic Affairs | Provost:  | 1/30/09 |
| E. Curriculum Review Committee (UFS subcommittee) | Chair:  | 2/15/09 |
| F. University Faculty Senate (UFS option) | Chair: | |
| G. University Council (see #11 above) | Chair: | |
| H. President | President: | |
| I. Board of Regents – notification only | | |
| J. Board of Regents – approval | | |
| K. MHEC – notification only | | |
| L. MHEC – approval | | |
| M. Middle States Association notification | Required only if the mission of the University is changed by the action | |

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

| | | |
|---|----------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> | Contact Name: Tigi Mersha | Phone: x4965 |
| DEPARTMENT / DIVISION: Management and Marketing | | |
| SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected): | | |
| 8. <i>New Course:</i> MKTG 742 Social, Nonprofit, and Public Sector Marketing MBA | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009 | | |

O-1: Briefly describe what is being requested:

Addition of a new course to the MBA curriculum:

MKTG 742 Social, Nonprofit, and Public Sector Marketing (3)

This course will serve as an elective in the following specializations:

1. Specialization in Sustainability Management (*New*)
2. Specialization in Marketing (*Existing*)

For new courses or changes in existing courses (needed by Registrar)

| | | |
|--|--|-------------------|
| OLD Title: | Course # / HEGIS Code: | Credits: |
| NEW Title: Social, Nonprofit, and Public Sector Marketing | Course # / HEGIS Code: MKTG 742 | Credits: 3 |

O-2: Set forth the rationale for the proposal:

This course will serve as one of the electives that students may choose to take as part of the new MBA specialization in Sustainability Management. In addition, the course may be chosen as an elective option in the MBA specialization in Marketing.

This course will center on the application of social marketing principles, frameworks and tools within nonprofit and public sector organizations to improve performance and foster the successful dissemination of social initiatives to individuals, foundations and corporations. Recognizing that this sector represents many differences in missions, structures and resources, this course emphasizes that effective social marketing requires a change from being organization-centered to becoming audience-centered.

Proposed Course Syllabus (Document P)
MKTG 742
UB/Towson MBA

1. **Date Prepared:** December 2008
2. **Prepared by:** UB/Towson Marketing faculty
3. **Department:** Marketing
4. **Course Number:** MKTG 742
5. **Course Title:** Social, Nonprofit and Public Sector Marketing
6. **Credit Hours** 3
7. **Catalog Description:**

This course will center on the application of social marketing principles, frameworks and tools within nonprofit and public sector organizations to improve performance and foster the successful dissemination of social initiatives to individuals, foundations and corporations. Recognizing that this sector represents many differences in missions, structures and resources, this course emphasizes that effective social marketing requires a change from being organization-centered to becoming audience-centered.

8. **Prerequisites:** MKTG 640 OR EQUIVALENT
9. **Faculty qualified to teach the course:** UB/Towson Marketing faculty
10. **Course Type/ Component:** Lecture
11. **Suggested approximate class size;** 25
12. **Content Outline** (See Attachment A)
13. **Learning Objectives**

From this course, students will:

- 1) Demonstrate an understanding of the fundamentals of marketing and the distinctive applications to the nonprofit and public sectors through preparation of a marketing audit and marketing plan for a non-profit organization, as well as through case analyses.
- 2) Analyze oneself as a social marketing target and reflect on one's behavior in response to such marketing.

- 3) Evaluate non-profit marketing plans or proposals through selection, deconstruction and redesign of a non-profit marketing strategy.
- 4) Analyze the latest trends and issues in nonprofit marketing, relating to technology, ethics, and business and government partnerships.
- 5) Plan and implement a marketing project, including meeting deadlines and incorporating feedback into iterations of the project over its development.
- 6) Demonstrate skills of teamwork, collegiality, and oral presentation in preparation and presentation of marketing materials.

14. **Assessment Strategies:**

The learning outcomes and course objectives will be assessed through class work assignments, case studies, group project, and class discussions of assigned topics.

| Your overall grade will be determined as follows: | | | |
|---|---|-----|-------------|
| • | Marketing Audit (Group Assignment) | | 20% |
| • | Journal | | 10% |
| • | Deconstruction Exercise | | 10% |
| | Marketing Plan (Group Project) | | |
| | -- Interim Assignments (3 -- points vary) | 15% | |
| | -- Final Written Report | 20% | |
| | -- Oral Presentation | 10% | 45% |
| • | Case Write-up | | 10% |
| • | Case Discussions/Class Participation | | 5% |
| | TOTAL | | 100% |

Marketing Audit and Plan (Objectives 1, 5 and 6)

Student will assemble in groups to work on a semester-long project that will consist of two parts: a marketing audit and a marketing plan. For the marketing audit, you will develop an in-depth critical evaluation of the marketing efforts and structure of a non-profit organization or public sector agency (i.e., the sponsor). Building from this, your group will then design a marketing plan to address a critical issue faced by the sponsor, using the formats provided in the Marketing Workbook. Each group will be required to present a 15-20-minute summary of that plan in a Power Point presentation of no more than 20 slides. Plans will be presented to the sponsor and class at the end of the course. Students will be required to submit the marketing audit before mid-term and interim assignments relative to their marketing plan at various points throughout the semester

Journal (Objectives 2 and 5)

Students will keep journals of observations of their personal responses to marketing appeals received from non-profit organizations, e.g. buying Girl Scout cookies; making monetary donations; writing an endorsement e-mail, etc. Each student will summarize his/her engagement and investment in non-profit organizations and provide a written description that profiles her/him as a consumer target of social or non-profit marketing.

Deconstruction Exercise (Objectives 3 and 5)

Working individually, students will deconstruct a marketing strategy of an organization of their choice, working backwards from a finished ad or brochure to identify the key components of the plan (target audience, positioning, strategy, etc.), evaluating success, redesigning the strategy to target an alternative demographic group of their choosing, summarizing their work in a reflective essay.

Case Write-Up (Objectives 1 and 4)

You may choose to write-up any of the comprehensive cases that will be discussed during the semester. This write-up should follow the analytical style outlined in Case Analysis Appendix and be formatted as an executive, memo-style report. They must be typed (APA format: i.e., cover sheet, inline citations, and reference page)¹ and should make appropriate use of headings and sub-headings. The maximum page length is ten typewritten pages (12 point font, double-spaced; with one inch margins; all pages are to be numbered; the cover and citations pages do not count toward this limit).

NOTE! No handwritten or paper copies of any written assignment will be accepted; they must be submitted electronically (e-mail attachment preferred). No late assignments will be accepted. For the marketing plan, all students are expected to be present for the presentation and should wear business attire. A late penalty may also be imposed if a group is not prepared to give its presentation at the beginning of the scheduled class period. Every team member does not need to have a part in the formal presentation; however, each person should be prepared to respond during the question and answer period.

Case Discussions/Class Participation

Participation is an important part of this class, both with regard to attendance and involvement in class sessions and group assignments. It is your responsibility to come prepared for every class session and group meeting. You are expected to read the assigned chapters, articles and case analyses; develop and ask questions that foster a healthy discussion of the day's issues; and complete assignments when they are due.

Since sustainability Accounting is a relatively new field, the readings tend to be in journals. Students are responsible for reading and understanding the material so that they can intelligently participate in a seminar discussion. The readings will be in the reserve library or available electronically.

Since the class is taught as a seminar, the students will orally present many of the articles in class. The presenter will be required to briefly summarize the article and provide an extension of an idea in the article that provides a different perspective and teaches the class something new. Those students not orally presenting the article must provide a one page (maximum) word processed summary of the article (not a copy of the abstract) including 2-3 questions to ask the presenter.

There are two cases which will be presented by teams of students. The arrangements for the cases will be determined once the size of the class is settled.

¹ See <http://www.psywww.com/resource/apacrib.htm> for details.

15. **Suggested Texts and Materials:**

Required Course Materials

- Kotler, Phillip and Lee, Nancy. (2008), *Social Marketing: Influencing Behaviors for Good*. Sage Publications.
- Various articles and case studies as assigned

Attachment A: Course Outline

TOPICAL OUTLINE

| DATE | TOPIC | Readings |
|-------------|---|---|
| Week 1 | <ul style="list-style-type: none"> • Introduction to social, nonprofit & public sector marketing • Review of the strategic planning process • Social marketing environment | Kotler and Lee (K&L) Ch. 1 - 3 |
| Week 2 | <ul style="list-style-type: none"> • Research needs • Finding a target audience • Setting objectives | (K&L) Ch. 4 - 7 Additional reading: Transferring "Marketing Knowledge" to the Nonprofit Sector |
| Week 3 | <ul style="list-style-type: none"> • Positioning • Developing programs and services | (K&L) Ch. 8 - 10 Case or exercise TBD |
| Week 4 | <ul style="list-style-type: none"> • Monetary and nonmonetary incentives • Optimizing distribution channels • Improving customer service and satisfaction | (K&L) Ch. 11 – 12 Additional reading on customer service TBD |
| Week 5 | <ul style="list-style-type: none"> • Creating a brand identity • Promotion and persuasion | (K&L) Ch. 13 – 14 <i>Guest speaker</i> Application exercise |
| Week 6 | <ul style="list-style-type: none"> • Budget setting • Fundraising and grant writing • Partnering | (K&L) Ch. 16 <i>Guest speaker/panel</i> Case: Profits for Nonprofits: Find a Corporate Partner |
| Week 7 | <ul style="list-style-type: none"> • Recruiting & retaining volunteers & contributing members • Effectively using your internal volunteer/member databases | Assigned articles: The Public's Trust in Nonprofit Organizations: The Role of Relationship Marketing and Management Case: Go Red For Women: Raising Heart Health Awareness |
| Week 8 | <ul style="list-style-type: none"> • Planning and evaluating | (K&L) Chapters 15 & 17 Assigned articles: New Profit, Inc.: Governing the Nonprofit Enterprise |
| Week 9 | <ul style="list-style-type: none"> • Marketing for the arts | Assigned articles; <i>Guest speaker</i> Application exercise |
| Week 10 | <ul style="list-style-type: none"> • Marketing for healthcare organizations | Assigned articles; Case: American Legacy: |

| DATE | TOPIC | Readings |
|---------|---|--|
| Week 11 | <ul style="list-style-type: none"> Marketing for educational institutions | Beyond the Truth Campaign <i>Guest speaker</i> Case: The PhD Project: The Marketing of Business School Faculty Diversity (A&B) |
| Week 12 | <ul style="list-style-type: none"> Marketing for environmental and community oriented- causes | Assigned readings from: <i>Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing.</i> Case: Marine Stewardship Council |
| Week 13 | <ul style="list-style-type: none"> Marketing for the public sector and government agencies | Assigned articles: The New Landscape for Nonprofits , Do Better at Doing Good Case or exercise |
| Week 14 | <ul style="list-style-type: none"> Corporate social responsibility | Assigned articles: Mainstreaming Corporate Social Responsibility: Developing Markets for Virtue, Using Corporate Social Responsibility as Insurance for Financial Performance; Case or exercise |
| Week 15 | <ul style="list-style-type: none"> Team Project Presentations Marketing Plan for a Nonprofit Institution or Social Initiative | |