

Marketing
Course Number: 29:630:428
Course Title: Marketing and Society

COURSE DESCRIPTION

This course will prepare students to be effective marketers in the non-profit, cause marketing and social impact marketing arena. The ability for non-profit organizations, community organizers and social activist to accomplish their goals and missions is often tied to their ability to gain acceptance and buy-in for their ideas, locate and engage an audience that supports their vision and deftly use integrated marketing communications and digital media tactics to advance and fund their cause. In order to be effective in championing their beliefs, social impact organizations and organizers need to understand how to use the tools employed by service and product marketers. This course will examine the marketing concepts, methods, activities, and strategies unique to the non-profit sector, social movements, change activists, and community organizers. It will introduce students to marketing principles necessary to promote social change and behavior. It will focus on successful cause marketing cases, crowdsource funding, resource development, legal, ethical, and regulatory issues, the role of social media, guerrilla-marketing techniques, access to grants, corporate social responsibility funding and general consumer and media awareness and measurement tools.

COURSE MATERIALS

Learning Management System: Canvas

Articles, papers and cases are the reading materials for the class

Cases:

1. Strategy Scorecards in Nonprofit, Government, and Health Care Organizations
2. New Profit, Inc.: Governing the Nonprofit Enterprise
3. Art With Impact: Non-Profit Fundraising
4. The Elements of an Effective Cause Marketing Campaign
5. The Robin Hood Foundation
6. Crowdfunding: A Tale of Two Campaigns
7. Year-Up: A Social Entrepreneur builds high performance
8. New Venture Simulation: The Food Truck Challenge

Please note: You will need to register an account when you get to the coursepack link to purchase the cases on the Harvard site. It will prompt you to sign in or register. (You should click 'register now' from that page).

You may access the course pack material at this link: <https://hbsp.harvard.edu/import/755805>

The total cost for all cases is \$39.75

Additional material:

Students may be supplied links to websites and articles to read as a part of the instructional materials.

- Classroom participation: Students will read articles, watch videos and hear speakers discuss topics related to media, writing, communication, digital marketing, fund-raising, regulatory issues, mobilizing supporters and traditional and non-traditional non-profit marketing techniques.
- Case analysis: Students will be exposed to case studies related to current topics in non-profit marketing. Cases will explore developing and presenting causes and campaigns for public support.
- Group project: Students will create an integrated marketing communications campaign to recruit supporters, raise funds and social media attention for the Ted Talk Newark for an existing non-profit organization in the Newark community.

Because correct grammar is a part of your grading criteria, please download the free grammar check and consider buying the full version: www.grammarly.com

LEARNING GOALS AND OBJECTIVES

Upon completion of the course, students will demonstrate the following:

- Understand how the role of marketing in the non-profit sector differs from marketing for consumer and business products and services
 - Understand the “marketing mix” and the forces affecting it
 - Recognize the problems that non-profit organizations face related to limited funding diversification
 - Develop a social media strategy to attract more interests and donations for a non-profit organization with limited resources.
 - Identify the unique propositions of non-profit organizations and develop a campaign that is consistent with those aspects.
 - Identify the difference between the importance of maximizing donations or maximizing donors for a non-profit organization, and when to seek one of the two goals versus seeking both.
 - Develop a detailed social media communication implementation plan.
 - Demonstrate clear and concise writing and speaking skills
 - Understand segmentation, positioning and branding for non-profits
 - Demonstrate the ability to develop budget planning for nonprofit activities
 - Understand the basics of fund-raising including non-traditional crowd sourcing and low-cost methods
 - Develop basic techniques for organizing, utilizing and mobilizing human resources
 - Developing a corporate outreach strategy to tap into “Corporate Social Responsibility” (CSR) funds
 - Measuring the effectiveness of a campaign using digital tools and marketing metrics.
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given

any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

Unfortunately, I have dealt with numerous plagiarism issues in this course, and I have seen four common reasons that students commit plagiarism. In the interest of helping you avoid these mistakes, I will share these common reasons with you. Students copy Internet sources to save time. I realize that RBS students are extremely busy and that Business Communication class may not always be a top priority. But I encourage you to realize that a plagiarized paper will not further your education, and it may have a disastrous effect on your grade in the class and on your academic career.

Students may not realize that copying sentences or short paragraphs constitutes plagiarism. Anytime you copy three or more words in a row without using quotation marks and citing the source, that constitutes plagiarism. Please keep the three-words-in-a-row rule in mind.

Students who have trouble with English often look to written sources to find correct and concise ways of stating things. Using other sources as a reference point is fine, but you must be careful that you do not copy more than three words in a row.

Some of the writing assignments in this class require a very specific structure. Students have occasionally been confused and felt that original writing was not necessary and that following the structure was the only requirement for the assignment. All of the assignments in this class will require your original writing.

ATTENDANCE AND PREPARATION POLICY

Your attendance is required for all classes; additionally, your active participation will be essential to develop your communication skill. You will be graded on your class and group participation. In addition to engaging in class exercises, you will be expected to make insightful comments about the class content and the work of other students. You will be required to conduct one class as a part of a team and analyze and discuss your insights about the topic.

Only one excused class is allowed. If you know in advance you will miss a class, please let me know via email. For every class missed without an approved medical excuse, you will have five points deducted. If you miss a class, you will still be required to submit the assignment that was due.

GRADING POLICY

Course grades are determined as follows:

1. ***Class Participation (10%)***. Your individual participation grades depend on presenting to the class, the quantity and quality of your contributions, answering questions, engaging in in-class exercises, asking insightful questions, offering applicable work experience examples, and evidencing general engagement in the class.

2. **Food Truck Simulation (30%).** Each person will run a food truck business and must make audience, research, product, and campaign designs in competition with the other teams in a dynamic environment.
3. **Five Case Writing Assignments (30%)** Each student is required to submit weekly writing assignments.
4. **Mid-term exam (15%)** will be an at-home paper assignment
5. **Final Exam (15%):** Our final exam format to be decided.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

GRADE SCALE

A	91 or higher
B+	86 to 90
B	81 to 85
C+	76 to 80
C	71 to 75
D	65 to 70
F	Less than 65

COURSE SCHEDULE

The following is a TENTATIVE schedule of events subject to change as necessary and desirable. Students will be notified in advance of any changes requiring preparation. Potential variations may include guest speakers, recorded presentations, and other events that may supersede this schedule.

<i>Session</i>	<i>Topic</i>	<i>Course Work/Readings</i>	<i>Items Due</i>
Week 1	Orientation to the class Coursework and expectations The role of companies and organizations to the society	Read pages 1-10 “How to Fix Capitalism” by Michael Porter & Mark Kramer. We explore how companies can adopt policies that improve society.	

Week 2	<p>Understanding corporate social responsibility and creating shared value.</p> <p>Exploring the connection between competitive advantage and social issues.</p> <p>Examining how corporations use popular social issue to market their products and services.</p> <p>Analyzing how companies may exploit situations in order to increase sales.</p>	<p>Read pages 11-17 “How to Fix Capitalism.”</p>	
Week 3	<p>The differences between non-profit and for-profit companies.</p> <p>Lecture on starting a non-profit organization</p>	<p>Read “Nonprofit vs. For-Profit Boards, Critical Differences” by Marc Epstein and F. Warren McFarlan</p>	<p>Assignment #1 Due:</p> <p>Write a paper about the strategies you suggest businesses adopt to serve their communities better and the impact those actions will have.</p>
Week 4	<p>Understanding how non-profits are funded and their financial challenges</p> <p>How to analyze a case</p>	<p>Read: the Non-Profit Inc. case</p> <p>Read: Strategy Scorecards in Non-profit, Government, and Health Care organizations</p>	
Week 5	<p>Case analysis: Art With Impact: Non-Profit Fundraising</p>	<p>Read the “Art With Impact” case</p>	<p>Assignment #2 Due:</p> <p>Answer the questions in Canvas about the Art With Impact case and submit Canvas</p>
Week 6	<p>Successful Marketing campaigns for nonprofits</p>	<p>Read “The Elements of an Effective Cause Marketing Campaign” by Joe Panepinto</p> <p>Read: “Crowdfunding: A Tale of Two Campaigns” case</p>	<p>Assignment #3 Due:</p> <p>Answer the questions in Canvas about the Crowdfunding case</p>

Week 7	<p>Introduction to the Food Truck Challenge Simulation</p> <p>The Marketing strategy of segmentation and targeting</p>	Each student presents the reasons why they selected their organization.	<p>Mid-term assignment Due</p> <p>Research any non-profit organization that you find interesting. Find out who is the target audience for services. Who is the audience for donors? How are they funded?</p> <p>What are their marketing techniques? How do they communicate on social media? What is their mission and who are they serving?</p> <p>Details of the requirements for the paper will be posted to Canvas</p>
Week 8	How companies segment markets and customers	Read: Year-Up: A Social Entrepreneur builds high performance case	<p>Due: Complete round 1 of the Food Truck Challenge</p> <p>Assignment #4 Due: Answer the questions related to the Year-up case</p>
Week 9	Digital Marketing strategies lecture		Due: Complete round 2 of the Food Truck Challenge
Week 10	Analysis of digital marketing strategies	Read: The Robin Hood Foundation case	<p>Assignment #5 Due: Answer the questions related to the Robin Hood Foundation case</p> <p>Due: Complete round 3 of the Food Truck Challenge</p>
Week 11	The strategy behind preparing budgets		Due: Complete round 4 of the Food Truck Challenge
Week 12	Using Social media to market your ideas and organization	Read: The Fundamentals of Social Media Analytics, chapters 1, 2, and 3 – Facebook and Twitter.	Due: Complete round 5 of the Food Truck Challenge

No class -			
Week 14	Exploring, Facebook, Twitter, Instagram, Instagram, YouTube and LinkedIn Marketing Strategies	Read: The Fundamentals of Social Media Analytics, chapters 4, 5, and 6 – Facebook and Twitter.	Assignment #6 Due: Write a paper about the key learnings from the Food Truck Challenges. Details posted in Canvas
Finals to be announced			

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]