Course Syllabus
MKTG: Marketing Management

Week 1. Image, Positioning, and Branding

In Week 1 we will explore the concepts of image, positioning and branding through the lens of nonprofit organizations. Our readings will spur discussion about the importance of marketing for nonprofit organizations and help us to distinguish marketing from communications.

Week 2. Strategies and Tactics

In Week 2 we will examine the critical importance of strategies and tactics for achieving a nonprofit’s overall marketing goals. We will discuss the elements of a marketing plan and how to prepare one.


In Week 3 we will turn our attention to news media as an effective marketing tactic. With the rapid growth of social media, the humble news release is often overlooked. Our readings and discussion will examine how to prepare a news release as well as the “how to’s” for working with the news media.

Week 4. Marketing and Communication: Web Sites and E-mail

In Week 4 we will focus on the basic principles and best practices of marketing through Web sites and e-mail. Readings and discussion will explore the basic elements of a productive nonprofit Web site, including the pros and cons of hosting a blog. We will also address the effective uses of mass e-mail and how to determine whether and when it is appropriate to use.

Week 5. Integrating Marketing Practices and Principles with Social Media

In Week 5 we will discuss two themes: 1) the similarities and differences between traditional approaches to marketing and the use of social media; and 2) how to integrate traditional approaches with social media. Those who are interested in an in-depth exploration of social media should consider enrolling in our Social Media Strategies for Nonprofits course.