

## **Course Syllabus Overview**

### **MKTG: Marketing Management**

#### **Week 1. Introduction to Marketing and Branding**

In our first week we will explore the concepts of marketing 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. Marketing Plan and Strategies**

Our second week will examine the critical importance of strategies and marketing plans for achieving a nonprofit's overall marketing goals. We'll discuss the elements of a marketing plan and how to prepare one.

#### **Week 3. Marketing Research, Analysis and Consumer Behavior**

In week three we will turn our attention to the elements of market research, analysis research and consumer behavior in relation to nonprofit organizations.

#### **Week 4. Marketing and Communications: Traditional and Integrated Strategies**

Our fourth week will focus on the basic principles and best practices of marketing. Readings and discussion will explore how marketing and communications has evolved from traditional media to digital media.

#### **Week 5. Marketing and Communications: Digital Media**

In our final week, we will discuss how new technology is driving and supporting marketing management success. We will explore the similarities and differences between traditional approaches to marketing and the use of social media; and 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.