

NAME OF THE COURSE		Marketing Management for Non-profit and Public Organisations				
Code	EUBD18en	Year of study	1			
Course teacher	Zoran Mihanović, PhD, Associate Professor	Credits (ECTS)	5			
Associate teachers	Neven Serić, PhD, Full Professor	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course		Percentage of application of e-learning	25%			
COURSE DESCRIPTION						
Course objectives	The main goal of this course is to ensure the acquisition of skills and abilities for understanding and implementation of marketing and managerial activities in non-profit and public organizations, on the basis of which students will propose actions to solve practical problems related to the various organizations.					
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Learning outcome of the course: Generate knowledge and insights of very important theoretical and practical marketing and management activities in the specific context of non-profit and public organizations and to design and develop a strategic marketing plan of specific non-profit and/or public organization.</p> <p>Individual learning outcomes</p> <ol style="list-style-type: none"> Analyse the specifics of non-profit and public organizations, including analysis of the environment variables and forces, key stakeholders of non-profit and public organizations, their mutual relations and cooperation between sectors (non-profit, public and profit sector) To determine the specificity of the product in non-profit and public sector, specificity of financial and non-financial cost, specificity of levels and types of marketing channels, specificity of promotions in the non-profit and public sector and to recommend specific approaches in creating marketing mix strategy for a various organizations and activities; To determine the specificity of management of these organizations, the specificity of the Organization of non-profit and public organizations and the specificity of Human Resource Management (staff and volunteers) in this organisations; Analyse and assess the specificity of selected important areas within the application of marketing in non-profit and public organizations; Evaluate the marketing plan of particular non-profit and/or public organizations, and draw up a proposal for a strategic marketing plan for a specific non-profit and/or public organization. 					

2021./2022.

01/03/22 – 9. Sj. FV

Week	Lectures		Exercises:	
	Topic	Hours	Topic	Hours
1	Civil Society and Non-profit sector; Public sector and society; growth and development of non-profit and public sector	2	Arrangement on the methods of work, exams, rights and obligations of students	2
2	Characteristics of Non-profit and public organizations, social responsibility and co-operation between the sectors, Social marketing	2	Analysis of concrete examples of strategic marketing plans of selected Non-profit and Public Organisation	2
3	General Marketing and Management Guidelines for Non-Profit and Public Organizations (Specificity of Market/Social Orientation of Non-Profit and Public organisations)	2	Case study; Overview and analysis of potential project topics	2
4	Understanding target stakeholders (analysis of users; donors, external public, competition, employees/volunteers)	2	Case Study; Presentation and analysis of final selected projects of strategic marketing plan for selected organisation	2
5	Perspective Analysis: Analysis of the results; PEST, SWOT analysis	2	Projects – presentation of analysis of target stakeholders for selected organisation	2
6	Defining Marketing strategies: Mission and Vision; Goals; Segmentation, Targeting, and positioning	2	Projects – presentation of perspective analysis in strategic marketing plan for selected organisation	2
7	Marketing mix in non-profit and public organizations (Product of Social marketing, Specifics of Product and Price);	2	Project presentations and Analysis; Case Study	2
8	mid-term exam		mid-term exam	
9	Marketing mix in non-profit and public organizations (Specifics of Promotion and Distribution)	2	Project – product and price strategy, analysis and comparison of strategies for a variety of presented organizations	2
10	Management of the non-profit and public organization. Human resources in non-profit sector, Staff, Volunteers	2	Project – distribution and promotion strategy, analysis and comparison of strategies for a variety of presented organizations	2
11	<i>Social Entrepreneurship</i> (definition, specifics, new ideas, future)	2	Case Study	2
12	Lobbying in non-profit sector; Organization and marketing of special Events (Event Management); Developing and maintaining of Image of non-profit organisation; Benchmarking	2	Project; Case Study	2

Course content broken down in detail by weekly class schedule (syllabus)

	13	Fundraising; Generating funds and working with the private sector	2	Project – Lobbying, Event Management; Developing and maintaining of image of non-profit organisation; Benchmarking	2	
	14	Application of marketing in specific non-profit and public organizations such as: Humanitarian, Religious, Political organizations; Healthcare marketing, State agencies / Public Institutions; Associations and movements; the ideas and people; Culture and Art, Education; Sport	2	Project - Selecting a Fundraising strategy for various organisations	2	
	15	end-term exam		end-term exam		
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input type="checkbox"/> Visiting lecturer			
Student responsibilities	In order to meet module requirements for attendance, full-time students must attend 60% of classes while part-time students need to attend a minimum of 30% of classes. With attendance, active participation in the teaching presupposes the presentation of group projects/tasks, participation in practical exercises and discussion regarding projects and case studies. The condition for accessing the exam is the signature.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1	Research		Practical training	
	Experimental work		Report		Service Learning*	1,5
	Essay		Seminar essay		(Other)	
	Tests	2,5	Oral exam		(Other)	
	Written exam	2,5	Project	1,5	(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester, written exams will be held through mid and end-term exams. Written exams (tests or written/oral exam in the exam period) carry 60% of the total grade of the course.</p> <p>Key points and appropriate grades for tests or written/oral exam: 0-49 Insufficient (1) 50-62 Sufficient (2) 63-75 Good (3) 76-85 Very Good, (4) 86-100 Excellent (5)</p> <p>Group projects and tasks (a strategic marketing plan for specific non-profit and/or public organizations) carry 40% of the total rating.</p> <p>*Students can also participate in Service learning program</p> <p>The exam is considered to be passed if a student:</p> <ul style="list-style-type: none"> - achieved a passing grade from all written tests of knowledge (minimum 50% of the 					

	<p>mid and end-term exams or 50% of the written/oral exam)</p> <ul style="list-style-type: none"> - actively participated in presentations of project tasks that were evaluated positively - submitted a proposal for a strategic marketing plan for a specific non-profit and/or public organization that was rated positively <p>The final grade is formed as a sum:</p> <ol style="list-style-type: none"> 1. average grades obtained through written tests of knowledge multiplied by a ponder of 0.6 2. average grades obtained through presentations of project tasks pondered with 0.4 <p>If the student does not meet the written tests of knowledge during the semester he is obliged to take the final exam. The final exam can be organized in a written and/or oral way</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	<ul style="list-style-type: none"> - Sargeant A (2009) Marketing Management for Non-profit Organizations, (3rd edtn) Oxford University Press, Oxford. - Kotler, P., Roberto, N. i Nancy L.: Social Marketing, Behavior Change for Social Good, sixth edition, 2019, Sage publication 		
	<ul style="list-style-type: none"> - Kotler, P., Lee, N. (2006): Marketing in the Public Sector: A Roadmap for Improved Performance, Pearson Education Inc. 		
	<ul style="list-style-type: none"> Authorized lectures and teaching materials on Moodle's course pages 		
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> - Kotler, P., Roberto, N. i Nancy L.: Social Marketing: Improving the quality of life, SAGE, 2002 - Andreasen, A. R. i Kotler, P.: Strategic Marketing for Nonprofit Organizations, Pearson Prentice Hall, Upper Saddle River, 2003 - Kotler N.G.; Kotler, P.; Kotler, W.I.: Museum Marketing & Strategy, Jossey-Bass, 2008 - Patterson, S.J., Radtke, J.M.: Strategic Communications for Nonprofit Organization: Seven Steps to Creating a Successful Plan, John Wiley and Sons, 2009 - Kotler, P.; Lee, N.: Corporate Social Responsibility, John Wiley & Sons, Hoboken, 2005 - Alfirević, N.; Pavičić, J.; Najev Čačija, Lj.; Mihanović, Z.; Matković, J.: Osnove marketinga i menadžmenta neprofitnih organizacija, u izdanju Školske knjige, d.d. Zagreb i Instituta za inovacije, Zagreb, 2013 		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of class attendance and fulfilment of student obligations (course teacher) • Teaching supervision (vice dean) • Analysis of studying successfulness across all study courses (vice dean) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre) 		

	<ul style="list-style-type: none">• Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)
Other (as the proposer wishes to add)	