



# Course Specification

— (Bachelor)

**Course Title:** Marketing for Nonprofit Organizations

**Course Code:** MA3217

**Program:** Marketing

**Department:** Business Administration

**College:** College of Business and Economics

**Institution:** Umm Al-Qura University

**Version:** 2

**Last Revision Date:** September 2024



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## A. General information about the course:

### 1. Course Identification

#### 1. Credit hours: (3)

#### 2. Course type

A.  University  College  Department  Track  Others

B.  Required  Elective

#### 3. Level/year at which this course is offered: (Level 8 – Year 3)

#### 4. Course general Description:

This course covers the principles of planning, execution and assessment of strategic marketing in nonprofit organizations. In this class, students will learn how to develop a customer-centered organizational mindset; incorporate marketing activities into organizational structures; understand target audience characteristics and desires; develop and launch new offerings; achieve effective market segmentation, positioning, and branding; identify various elements of the marketing mix, and evaluate effectiveness of marketing initiatives. In this course, students will read and present research articles on various topics, discuss case studies, interact with numerous guest speakers, prepare a marketing plan for a nonprofit organization and present it at the end of the semester.

#### 5. Pre-requirements for this course (if any):

MA3113 Social Marketing  
MA1302 Marketing management

#### 6. Co-requirements for this course (if any):

N/A

#### 7. Course Main Objective(s):

This course provides students with the understanding of nonprofit marketing, how to develop a target audience-center orientation. It teaches the tools for managing and targeting the nonprofits offerings.

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4	Distance learning		



### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>30</b>

### B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	Students will learn to recognize the growing importance of social impact and purpose-driven branding, to connect emotionally with audiences.	<b>K2</b>	Lectures, class and discussions case studies	Case studies, group report and presentation assignments and quizzes
1.2	students will gain insight into a significant sector of marketing: nonprofit sector.	<b>K5</b>	Lectures, class and discussions case studies	Case studies, group report and presentation assignments and quizzes
<b>2.0</b>	<b>Skills</b>			
2.1	Apply data analytics to optimize donor engagement and measure impact for nonprofits.	<b>S1</b>	Lectures, class and discussions case studies	Case studies, group report and presentation assignments and quizzes
2.2	Apply analytical tools and frameworks to anticipate how nonprofit	<b>S3</b>	Lectures, class and discussions case studies	Case studies, group project, assignment s and quizzes





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	organizations reach a wider audience and develop proactive solutions to marketing challenges.			
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Participate in effective written, verbal and nonverbal communication skills	V1	Lectures, class and discussions case studies	Case studies, group project, assignments and quizzes
3.2	Develop teamwork skills and be able to collaborate with others.	V2	Lectures, class and discussions case studies	Case studies, group project, assignments and quizzes

### C. Course Content

No	List of Topics	Contact Hours
1.	The Growth and Development of Nonprofit Marketing	3
2.	Developing a Customer-Centered Mindset	3
3.	Strategic Marketing Planning	3
4.	Understanding Consumer Behavior	3
5.	Acquiring and Using Marketing Information	3
6.	Facilitating Marketing Behaviors	3
7.	Generating Funds	3
8.	Attracting Human Resources: Staff, Volunteers, and Boards	3
9.	Working with the Private Sector	3
10.	Organizing and Controlling Marketing Strategies	3
<b>Total</b>		<b>30</b>

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation and discussions	Ever week	10%
2.	Quizzes, assignments, and case Studies	3-10	10%
3.	Group project	9	20%
4.	Midterm exam	6	20%
5.	Final exam	12-13	40%

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).



## E. Learning Resources and Facilities

### 1. References and Learning Resources

<b>Essential References</b>	Strategic Marketing for Non-Profit Organizations, 7th edition Alan R Andreasen and Philip Kotler Pearson (2008)
<b>Supportive References</b>	Journals, Reports, etc.)
<b>Electronic Materials</b>	Web Sites, Facebook, Twitter, etc. <ul style="list-style-type: none"> <li>• Youtube.com, Facebook, Twitter and Instagram</li> <li>• <a href="http://www.emeraldinsight.com/Insight/">http://www.emeraldinsight.com/Insight/</a></li> <li>• <a href="http://www.sciencedirect.com/">http://www.sciencedirect.com/</a></li> </ul>
<b>Other Learning Materials</b>	

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms, laboratories, demonstration rooms/labs About a range from 25-30 students per classroom
Technology equipment (projector, smart board, software)	Lecture room equipped with whiteboard, data show projector, computer, and internet connection
Other equipment (depending on the nature of the specialty)	MS Excel, PPT presentation used in class in teaching was provided, YouTube, etc.

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of student's assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders	Review of course portfolios





Assessment Areas/Issues	Assessor	Assessment Methods
	Department and quality committee	Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

#### G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	4301124022
DATE	28/6/2022

