



Course Specifications

Course Title:	Marketing for nonprofit organizations
Course Code:	MKT450
Program:	Bachelor
Department:	Marketing
College:	CBA
Institution:	PSU

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A. Course Identification

1. Credit hours: 3
2. Course type a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: Senior
4. Pre-requisites for this course (if any): MKT301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	
2	Blended	45	
3	E-learning	0	
4	Correspondence	0	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course centers on the application of marketing concepts and tools used in the marketing activities of public agencies, health services, public transportation, the arts, schools, museums, etc. Topics include: the role of marketing planning and research, definition of target markets, the development of the marketing mix including product and service development, pricing, promotion, public relations, and service distribution.

2. Course Main Objective

- Discuss the characteristics of nonprofit organizations and how they differ from business firms.
- Explore the importance of marketing for various classifications of nonprofit organizations.
- Identify the reasons that this type of organizations are adopting the marketing concepts.
- Explain the different nature of the exchanges process in nonprofit marketing.
- Explain the marketing challenges faced by nonprofit organizations.
- Illustrate how marketing tools are applied by nonprofit organizations.
- Discuss the major strategies nonprofit organizations can use in their marketing efforts.
- Analyze nonprofit marketing cases and identify the basic concepts and processes at work in those cases.
- Identify basic ethical issues inherent in specific nonprofit marketing cases and identify an appropriate course of action for a nonprofit marketing practitioner in those specific cases.

3. Course Learning Outcomes

	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge		
1.1	Describe the characteristics of the nonprofit organizations	Class lecturing will be linked to case studies. Homework Assignments.	Major 1 1 question in structure/essay question. Final exam 2 essay questions
1.2	Identify the main objectives of the non-profit organizations		The students will plan for a charity project and will work as volunteers Discussion in class rooms Major 2 2 essay questions
2.0	Cognitive Skills		
2.1	Identify the different types of nonprofit organizations	Electrical instruments will be used during the course time. Solving some case studies related to the course.	Cases discussion and presentations

		Homework assignments.	
3.0	Interpersonal Skills & Responsibility		
3.1	Indicate ability to work in group Participate in an charity event at Prince Sultan University, promoting and encourage volunteering among students. Bring together local charities to highlight their work	Group Project Assignment is to be designed, written, and presented.	Charity Project - Collecting Gifts for the Less Healthy Kids - Visiting the hospital to distribute the gifts Group project Project presentation Discussion in classroom
4.0	Communication, Information Technology, Numerical		
4.1	Demonstrate presentation skills using appropriate technology application	Report writing. Report presentation	Report writing. Final presentation Progress presentation
5.0	Psychomotor		

C. Course Content

Topics	No. of Weeks	Contact Hours
Ch. 1: The Growth and Development of Nonprofit Marketing Ch. 2: Developing a Target Audience -Centered Mindset Ch. 3: Strategic Marketing Planning	4	12
Ch. 4: Understanding Target Audience Behavior Ch. 5: Acquiring and Using Marketing Information Ch. 6: Segmentation, Targeting, and Positioning Offerings Ch. 7: Branding Ch. 8: Value Propositions: Managing the Organization's Offerings	6	18
Ch. 15: Generating Funds Ch. 16: Attracting Human Resources Ch. 17: Working With the Private Sector Ch. 18: Organising for implementation	5	15
Total	15	45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge	Lecture instruction In class discussions Videos Weblinks	Major and Final Exams
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Assignments, Case Studies, Exams, Project
2.2	Interpersonal Skills & Responsibility	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Presentations and project report
...			
3.0	Competence		
3.1		Individual Presentation, Project report	Project report and Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 10)	20%
3	Group project	(Week 12)	10%
5	Presentation	(Week 13)	5%
6	Final exam		40%
	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Due to Covid 19 students may take appointments for online meetings, and if needed physical meetings as well.

Students can contact the instructor as below:

Email: dfakhri@psu.edu.sa; Office number: Building 101/Room W323

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	P. Kotler, Alan R. Andreasen. Strategic Marketing for Nonprofit Organizations. 7 th Edition. Prentice Hall. 2008
Essential References Materials	Walter Wymer. Jr. Patricia Knowles, Roger Gomez. Nonprofit Marketing: Marketing Management for Charitable & nongovernmental Organizations. Sage Publications Inc. 2006
Electronic Materials	Moodle (https://wlms.psu.edu.sa/) and YouTube for course materials
Other Learning Materials	The instructor may provide some relevant materials.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Google meet, LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course	Course curriculum committee	Course review

Evaluation Areas/Issues	Evaluators	Evaluation Methods
effectiveness and planning for improvement.		

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	