

**24<sup>th</sup> International Project Week 2022**  
**09<sup>th</sup> – 13<sup>th</sup> May 2022**

**Lecturer:** James Blythe

**University/Company:** Blythe Consulting

**Country:** United Kingdom

---

**Not for Profit Marketing**

**Content:** The course is intended to introduce students to the basic concepts of marketing, and to show how these concepts and techniques can be applied to a non-profit environment such as a charity, a government body, or a political campaign. In particular, the course will cover stakeholder theory, communication theory and practice, value in use and co-creation of value, and measuring outcomes when profit is not the aim.

**Methods:** Lectures, tutorials, self-study.

**Competences and skills to be acquired:** Design of an advertising campaign, planning of a marketing campaign, internal marketing and organization of a non-profit entity. Measurement of marketing outcomes.

**Prerequisites:** None

**Language of instruction:**  
English