19th International Project Week 2017
15th – 19th May 2017

Lecturer: Jim Blythe

University/Company: Blythe Consulting

Country: United Kingdom

Not-for-profit marketing

Content:
- This course focuses on the marketing tools used specifically for non-profit organisations such as public bodies, charities, social welfare institutions, and Government agencies.
- Areas examined include public relations, marketing communications for non-monetary outcomes (such as public information campaigns, health awareness campaigns etc.), motivation of charity volunteers, and fundraising initiatives.

Methods:
- Lectures
- Workshops
- Self-directed study

Competences and skills to be acquired:
- Students should be able to apply marketing thinking to non-financial aims, as well as apply measures which are not based on profit
- They should be able to design a campaign to achieve a specific outcome in a non-profit context.

Prerequisites:
There are no specific prerequisites, although some knowledge of marketing theory would be helpful.

Language of instruction: English

Recommended for: Social Studies, Engineering