

School of Social Policy and Practice

Fall 2017

Non Profit Branding

NPLD 561-301

Instructor Information:

Time and Location:

Time:

Dates:

Room:

Course Description:

This course will provide the tools and framework for helping to understand the role that marketing and brand building can play in the non-profit sector. As such, we will create a shared understanding of the key concepts that help define branding and the classic elements of marketing that will serve as a foundation for discussion and analysis throughout the semester. We will identify the fundamental differences that non-profit organizations face in building their brands and how those challenges differ from traditional for profit brand building. We will identify tools and frameworks that brands/organizations can use to help design and implement marketing strategy. We will utilize guest speakers and relevant case studies that help demonstrate the core concepts of this course.

Individual Written Assignments:

- Prior to session 1, please upload to Canvas 2-3 questions that you would like to see addressed during the course. Questions will be answered over the course of the term.

- Prior to session 2, suggest one non profit organization that you feel is doing a particularly effective job of branding and why. The answers should be in paragraph form and uploaded to Canvas. Submissions may not exceed 200 words.
- Prior to session 3, suggest one non profit organization that is doing a particularly good job of utilizing partnerships to help fuel their growth. The answer should be in paragraph form and uploaded to Canvas. Submissions may not exceed 200 words.
- Prior to session 4, suggest one non profit organization that you feel is at risk over the next 1-2 years based on their brand positioning or other marketing related factors. The answer should be in paragraph form and uploaded to Canvas. Submissions may not exceed 200 words.
- At the start of session 4, there will be an in class exam on November 21. This exam will be based on the suggested course materials as well as in class discussion from the prior class meetings. Students will not be allowed to use notes or other class materials during the exam.
- Prior to session 5, suggest one non profit organization that you feel is doing a particularly poor job of branding and why. The answers should be in paragraph form and uploaded to Canvas. Submissions may not exceed 200 words.

Group Presentation:

Teams of 4-5 students will identify an example of a non-profit organization that they would like to analyze. Students will put together a short power point presentation that uses either the SWOT analysis or the Hedgehog concept to analyze the current state of the brand and recommendations for how the brand could grow.

Student teams will have 20 minutes to present their work during session 6. This will consist of 20 minutes of formal presentation and 5 minutes of Q&A. The composition of each team and organizations you intend to study must be approved by the instructor prior to the end of session 5. Teams will choose from a predetermined list of non-profit organizations to serve as the basis for this assignment. This list will be published prior to session 5.

Course Schedule:

Session 1: September 18

Backgrounds of the instructor and students to level set the experiences of participants

Branding 101: What is a brand---overview of classic elements of marketing/branding that will serve as the foundation for future discussions.

Video: Seth Godin---storytelling and fundraising

Review of Chapters 1 & 2 from Breakthrough Nonprofit Branding

Session 2: October 9

Discussion Class submission—Effectively Branded non profit organizations

Differences between for profit and non profit branding

Review of Chapter 3 from Breakthrough Nonprofit Branding

The Role of Brand in the Non Profit Sector—Stanford Social Innovation Review

Guest Speaker, Beth Brodovsky: Iris Communications

Session 3: October 23

Discussion Class submission—Partnerships

Review of Chapters 7 from Breakthrough Nonprofit Branding

Case Study: Donations Within Limits

Building Blocks of Branding---Frumkin

Guest Speaker, Lisa McQuiston: Boys and Girls Club

Session 4: November 6

Discussion Class submission—Brands at risk

In Class Written Exam

Role of Social Media in Building your Brand Community

Video: Livestrong Foundation

Case study: Ice Bucket Challenge

Session 5: November 27

Discussion: Class submission—Poor job of branding

Review of Good to Great and the Social Sector

Hedgehog Concept

SWOT Analysis and Perceptual Mapping

Review of questions from beginning of semester

Session 6: December 4

In class group presentations

Grading:

The weighting of the inputs to determine the final workshop grade will be:

20% class participation: Students will start each session with a discussion of non-profit branding stories they've seen in the news during the prior week

25% written assignments: (Questions submitted prior to session 1 and paragraph submissions due at the start of various sessions). All submissions to Canvas are due at midnight prior to each class session.

25% in class exam

30% group presentation

Class Conduct and Culture

- 1) Critical Thinking: There are few “right” answers in marketing. What works for one company/situation may not work for another. It is important to think strategically and demonstrate critical thinking that describes “why” and “how”, not just “what”.
- 2) Attendance: You are expected to attend all sessions—to be on time and to stay until the end.
- 3) Respect: Instructors and guest speakers will treat you with respect and expect the same. Accord your classmates the same courtesy. All smart phones and computers must be turned off except during designated breaks. Snacks are welcome, but please be respectful of the class environment.
- 4) Professionalism: Professionalism for this class means giving every project and assignment your best possible effort.

Course Materials (articles available on Canvas):

The Role of Brand in the Non Profit Sector—Stanford Social Innovation Review

Building Blocks of Branding---Peter Frumkin

The Science of the Ice Bucket Challenge---Forbes

Donations Within Limits---Case Study Stanford Social Innovation Review

Breakthrough Nonprofit Branding by Dow and Cone (book store)

Good to Great and the Social Sectors--Jim Collins (book store)

Policy on Scholastic Dishonesty:

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. For further information, please visit Penn's Code of Academic Integrity website at <http://www.upenn.edu/academicintegrity/>