

THE STATE UNIVERSITY OF NEW JERSEY RUTGERS

EXECUTIVE MPA PROGRAM

Strategic Planning and Management

Course Number: 26:834:524

Credits (3)

Professor Tom Hogan

Course Description

An integrated overview of the theory, processes and practices of modern strategic planning and marketing in the public and nonprofit sectors. Contemporary strategies, techniques and tactics will be explored through formal lectures and group presentations focusing on the application of theory and a customer orientation. This course is designed to provide a conceptual framework and develop conceptual skills that will help students understand the role of marketing within the broader scope of institutional planning and decision-making.

Course Objectives:

- To develop an understanding of the relevance and importance of strategic planning and marketing to public and nonprofit organizations.
- To define, analyze and discuss the key concepts required to apply an integrated approach to strategic planning and marketing.
- To refine and extend the student's analytical skills and technical vocabulary pertinent to the functions of strategic planning and marketing management.
- To challenge, stimulate and guide rigorous discussion of the potential and limitations of applying strategic marketing to actual public and nonprofit organizational settings.

Text: Strategic Marketing for Nonprofit Organizations, 6th ed., by Alan R. Andreasen and Philip Kotler, (Prentice-Hall) 2003.

Final course grades will be determined as follows:

Mid-Term Exam	30%
Final Exam	30%
Team Presentation	30%
Class Contribution*	<u>10%</u>
Total	100%

Course Schedule:

In order to maximize flexibility and responsiveness to group interests, presentation of course material will not adhere to a rigid timetable. Accordingly, topics appearing in the following course outline are organized for the most part sequentially, but are not intended to strictly limit coverage or to constitute a precise chronological schedule.

Course Outline:**SESSION TOPIC****CHA****PTERS**

1/25	Welcome, Introductions, Expectations and Perceptions	
2/1	The Growth and Development of Nonprofit Marketing,	1, 2, 13
	Developing a Customer-Centered Mind Set & Social Marketing	
2/8	Strategic Marketing Planning, Segmentation, Positioning and	3, 6, 5
	Branding & Acquiring and Using Marketing Information	
2/15	Understanding Target Audience Behavior, Generating Funds,	4, 7, 8
	& Attracting Human Resources: Staff, Volunteers, and Boards	
2/22	Working with the Private Sector & Organizing for	9, 10
	Implementation	
	Understanding Consumer Behavior	
	Mid-Term Review	
	Mid-Term Take Home Exam	
	Progress Report on Team Presentations	
3/1	Planning and Budgeting the Marketing Mix, Managing	11, 12, 14
	the Organization's Offerings & Developing and Launching	
	New Offerings	
3/8	Managing Perceived Costs, Facilitating Marketing Behaviors &	15, 16, 17
	Formulating Communications Strategies	
3/15	Spring Break	
3/22	Team Presentation Workshop	
3/29	Team Presentation Workshop	

4/5	Managing Communications Advertising, Personal Persuasion &	18, 19,20
	Marketing Evaluation, Monitoring, and Control	

Session Topic

4/12 Catch-Up Day Final Exam Review Final Exam Take Home

4/19 Final Exam Due

4/26 Team Presentation Workshop

5/3 Team Presentations

5/10 Team Presentation