

23rd International Project Week **12th – 16th July 2021**

Lecturer: James Blythe

University/Company: Blythe Consulting

Country: United Kingdom

Not-for-Profit Marketing

Content:

Application of marketing to non-profit bodies such as charities, public sector departments, and other non-profit-making bodies.

Methods:

Lectures, tutorials, daily assignments and self-directed study based on research carried out in groups.

Competences and skills to be acquired:

Students will acquire insights into the ways in which non-profit bodies can use established marketing techniques (advertising, personal selling, internal marketing, and public relations) to improve performance and outcomes for the organisation. They will understand how outcomes can be measured by means other than profit and will be able to apply marketing thinking to problem-solving within those organisations. They will also be exposed to new terminology in the English language.

Prerequisites:

No formal prerequisites.

Language of instruction:

English

Recommended for:

Economics