



International Project Week
HOCHSCHULE NORDHAUSEN

25th International Project Week 2023 08th – 13th May 2023

Lecturer: James Blythe

University/Company: Blythe Consulting (Company)

Country: United Kingdom

Not for Profit Marketing

Content:

The project will cover the use of marketing techniques in organisations where success is not measured by profit, for example charities, political campaigns, Government information campaigns, etc.

Methods:

Students will be asked to assume the role of consultants to various organisations. The course will include some formal lectures and tutorials, but will be very much student-centred with sub groups being expected to develop their own solutions to the brief with which they are presented.

Competences and skills to be acquired:

Students will be able to plan and execute marketing programmes, including planning an overall strategy, identifying appropriate stakeholder groups, identifying the needs of those groups, and developing suitable marketing approaches. This will include customer relations, marketing communications, and applying suitable measures of success.

Prerequisites:

None

Language of instruction:

English