

**Marketing for the Public Service Winter 2019**  
**The Evergreen State College**  
**SEM 2 D2107**

**Masters in Public Administration**  
**Fri, March 1, 5:00 pm – 9:00 pm**  
**Sat, March 2, 9:00 am – 5:00 pm**  
**Sun, March 3, 9:00 am – 5:00 pm**

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**COURSE DESCRIPTION**

In the late 20th century, the corporate world saw a seismic shift: a new focus on doing well by doing good, on making a positive social impact through considerations of people, planet, and profit. John Elkington (founding father of corporate social & environmental responsibility) called it the ‘triple bottom line’. Businesses borrowed heavily from the social conscience of their non-profit, NGO, and government counterparts, who, in turn, started to borrow from business marketing practices. And, so began courses like *Marketing for the Public Service*. In this weekend intensive, students will learn how to apply marketing fundamentals for bringing about desired changes in knowledge, attitudes, and behaviors—and how to do so in the most effective and resourceful ways. The course is specifically designed for those interested in re-structuring programs/re-shaping policy, client/public outreach, and community-based initiatives. The highlight of this short, but immersive course, is the opportunity to work on real-world cases to create strategic plans that address key marketing challenges.

**REQUIRED TEXTBOOK**

- *Marketing the Public Sector: Promoting the Causes of Public and Non-Profit Agencies*. Seymour H. Fine Routledge, Taylor & Francis Group. 2017. eISBN-13: 9781351506823. eBook rental available through RedShelf:

<https://www.redshelf.com/book/1015867/>

90 day rental: \$18.78

120 day rental: \$21.13

180 day rental: \$23.48

365 day rental: \$28.17

Perpetual access: \$46.95

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### **SUGGESTED JOURNALS**

- ***Journal of Public Policy & Marketing***. Addressing the dynamic relationship between marketing and the public interest, *Journal of Public Policy & Marketing* is a source for understanding today's most important issues that rest at the nexus of marketing and public policy. <https://www.ama.org/publications/JournalOfPublicPolicyAndMarketing/Pages/Current-Issue.aspx>
- ***Social Marketing Quarterly***. *SMQ* targets social marketers, communicators and social science professionals who use marketing principles, strategies and techniques to benefit society. <https://us.sagepub.com/en-us/nam/social-marketing-quarterly/journal202072>

### **COURSE OBJECTIVES**

- Know the basic principles and terminology of marketing.
- Understand the marketing communications function of governmental, non-governmental, and not-for-profit agencies in the public service.
- Identify important contemporary social problems, and apply sound marketing strategy to help solve them.
- Develop skills in research, measurement of success, and planning
- Communicate proposed solutions to stakeholders using appropriate & effective technologies and techniques.

### **ATTENDANCE & PARTICIPATION**

Attendance and participation are critical to the success of this course. You are expected to arrive at each session promptly and be prepared to participate in seminars and case projects.

### **STUDENT EVALUATION**

Student assessment will be based on:

- Attendance and participation in seminars.
- Reading preparation.
- Equitable contribution to teamwork on the marketing cases.
- Professional presentation of final marketing case projects to peers, instructor, and agency representatives.

### **ACCESS SERVICES FOR STUDENTS WITH DISABILITIES**

If you have a disability and need accommodations, please contact Access Services, LIB 2129, (360) 867-6348.

## **SCHEDULE**

### **FRI – New Social Marketing Perspectives & Theoretical Foundations**

- 5:00 pm – 6:00 pm Introductions to course, each other, agency cases
- 6:00 pm – 7:00 pm Agency reps. visit – xxx; case team assignments
- 7:00 pm – 8:00 pm Seminar - MTPS eBook
  - Introduction to Social Marketing
  - Part I: The Public & Non-Profit Industry
- 8:00 pm – 9: 00 pm Case work session

### **SAT – Social Marketing Processes & Sample Case Studies**

- 9:00 am – 10:00 am Seminar - MTPS eBook
  - Part II: Social Marketing Processes
  - Part III: Applications
- 10:00 am – 11:00 pm Seminar – Developing the Strategic Plan
  - Hand out
- 11:00 pm – 12:00 pm Assigned case work session
- 12:00 pm – 1:00 pm Working lunch
- 1:00 pm – 5:00 pm Assigned case work session

### **SUN – Finalizing the Strategic Plan; Presentations**

- 9:00 am – 12:00 pm Assigned case work session
- 12:00 pm – 1:00 pm Working lunch
- 1:00 pm – 3:00 pm Assigned case work session
- 3:00 pm – 5:00 pm Presentations to agency reps.