

Marketing for the Public Service Spring 2017
The Evergreen State College

Masters in Public Administration

Fri, May 5, 5:00 pm – 9:00 pm

Sat, May 6, 9:00 am – 5:00 pm

Sun, May 7, 9:00 am – 5:00 pm

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COURSE DESCRIPTION

“Can we sell brotherhood like soap?” * Yes, we can! In *Marketing for the Public Service*, students will learn how to apply the basic principles of marketing for bringing about positive social change 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 public outreach, community-based initiatives, non-profit organizations, and NGOs. The highlight of this intensive weekend offering is the opportunity to work on real-world cases to create strategic plans that address key marketing challenges.

* G.D. Weibe, 1950s research psychologist

REQUIRED TEXTBOOK

- ***Marketing in the Public Sector***. Philip Kotler & Nancy Lee. Wharton School Publishing. 2006. ISBN 978-0-13-706086-3.

ARTICLES/READINGS (see schedule at end)

- Posted in Canvas

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 – Marketing Theory & Applications to the Public Sector

- 5:00 pm – 5:30 pm Introductions to course, each other, agency cases
- 5:30 pm – 6:30 pm Agency reps. visit – DES, ESD; case team assignments
- 6:30 pm – 7:15 pm Overview of TESC technology resources & support (2619 MAC Lab)
- 7:15 pm – 8 pm Seminar – Theory & Applications
 - TXT: Chs 1 - 10
 - Articles/readings in Canvas:
Marketing & Public Marketing (Ch 2, from Marketing Management & Communications in the Public Sector, Pasquier & Villeneuve, 2012)

Applying Commercial Marketing Theory to Social Marketing: A Tale of 4 Ps and a B (Wood, 2008)
- 8 pm – 9 pm Case work session

SAT – Research Data & Measures; Developing the Strategic Plan

- 9 am – 10 am Seminar – Gathering Research Data & Measuring Performance
 - TXT: Chs 11 - 12
 - Article/reading in Canvas:
Approaches to Evaluating Social Marketing Programs (Doner, 2003)
- 11 am – 12 noon Seminar – Developing the Strategic Plan
 - TXT: Ch 13
- 12 noon – 1 pm [Working] lunch
- 2 pm – 5 pm Case work session

SUN – Finalizing the Strategic Plan; Presentations

- 9 am – 12 am Case work session
- 12 noon – 1 pm [Working] lunch
- 1 pm – 3 pm Case work session
- 3 pm – 5 pm Presentations to agency reps.