

Marketing for the Public Service

Fall 2012

The Evergreen State College
Masters in Public Administration
CRN 10355 (2 credits)
SEM 2 A2107

Fri, Nov. 16, 5:00 pm – 9:00 pm

Sat, Nov. 17, 9:00 am – 5:00 pm

Sun, Nov. 18, 9:00 am – 5:00 pm

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REQUIRED TEXTBOOK

- ***Marketing in the Public Sector.*** Philip Kotler & Nancy Lee. Wharton School Publishing. 2009. ISBN 978-0-13-706086-3.

ADDITIONAL READINGS

- Selected journal articles posted and accessible on Moodle

RELEVANT SOURCES

- ***Journal of Marketing***, www.marketingpower.com
- ***Journal of Public Policy & Marketing***, www.marketingpower.com
- ***Social Marketing Quarterly***, www.socialmarketingquarterly.com

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, and non-profit organizations. The highlight of this intensive weekend offering is the opportunity to work directly with a selected government agency on an actual case to create a strategic plan that addresses key marketing challenges.

LEARNING OBJECTIVES

By participating in this course, students should be able to:

- Know the basic principles of marketing.
- Define marketing terminology.
- Understand the marketing communications function of governmental and non-profit agencies in the public service.
- Identify important contemporary social problems, and apply sound marketing strategy to help solve them.
- Develop skills in analysis, planning, and presentation using appropriate technology.

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 discussions and team work (students will be assigned to small teams to work on the marketing case).

STUDENT ASSESSMENT

Student assessment will be based on:

- attendance and participation in class discussions
- reading preparation
- contribution to teamwork on the marketing project
- presentation of marketing project to class, instructor, and case study agency representative

DISABILITY SUPPORT

If you have a disability and need accommodations, please contact Access Services, LIB 2153, (360) 867-6348, TTY (360) 867-6834.