



BUSI 4203A
Marketing in Not-for-Profit Organizations
Fall 2025

Instructor: Dr. Irene Lu
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Class Time: Wednesdays, 8:35 am – 11:25 am
Office Hours: By appointment

COURSE DESCRIPTION

Theories and practices of marketing in not-for-profit organizations including government. Similarities and differences between marketing in not-for-profit and for-profit organizations, and the key issues faced by marketers in developing marketing strategies in not-for-profit organizations.

COURSE PREREQUISITES

Third year standing and BUSI 2204 or BUSI 2208 (with a grade of C or better). The School of Business enforces all prerequisites.

COURSE OBJECTIVES

Upon successful completion of the course, students should be able to:

- a. understand key challenges facing nonprofit organizations in the competitive marketplace;
- b. apply core marketing concepts and practices to nonprofit organizations;
- c. explain how marketing in the nonprofit sector is different from the for-profit sector; and
- d. design, implement, and evaluate a marketing plan for achieving one or more strategic goals of a nonprofit organization.

RECOMMENDED TEXTBOOKS

Lee, N. R., Kotler, P., and Colehour, J. (2024). *Social marketing: Behavior change for good*. Seventh Edition, Sage Publications, Inc.

Bennett, R. (2024). *Fundraising and Nonprofit Marketing: A Research Overview*, Routledge.

Decker, A. (2021). *The Ultimate Guide to Nonprofit Marketing*.

REQUIRED READINGS/RESOURCES:

All assigned readings and resources will be posted on Brightspace. These may include case studies, videos, journal articles, and other materials designed to support your learning. Please note that while some resources are available through the library or online, certain case studies or other assigned materials will

require purchase. Detailed instructions for accessing and purchasing these will be provided on Brightspace.

REQUIRED MATERIAL

A webcam.