



Nonprofit Marketing

FROM ZERO TO MARKETING PLAN IN EIGHT WEEKS.

Sonoma State University's Nonprofit Marketing course (POLS 585) is a practical, hands-on class to help students develop a marketing plan for their chosen nonprofit over eight evening classes.

STARTS OCTOBER 2008

LEARN TO THINK LIKE A MARKETER – here's what you'll study:

- Cost-effective consumer research
- Competitive/collaborative strategies
- Overcoming barriers to buying by enhancing the product or reducing the price
- Promotions: community and media relations, social networking and internet, advertising, sales, and more
- Using marketing tools in policy advocacy, social change, and fundraising initiatives
- Budgeting: what should be included
- Countdown to launch date: your step-by-step critical path

Instructor Susan Starbird has more than ten years' experience in nonprofit and public-sector marketing. Learn more by visiting www.starbirdcreative.com.

The class is designed for working adults and is part of the Masters' in Public Administration degree program. Non-students can enroll through Open University if space allows at \$400.

NON-SSU STUDENTS ENROLL THROUGH OPEN UNIVERSITY:
<http://www.sonoma.edu/exed/openuniversity> OR CALL
(707) 664-2394. *Ask for POLS 585.*