朝陽科技大學 098學年度第2學期教學大綱
Marketing and Fundraising for Non-profit Organization 非營利組織行銷與募款研究

當期課號	7370	Course Number	7370
授課教師	陳馨馨	Instructor	CHEN,SHIN SHIN
中文課名	非營利組織行銷與募款研究	Course Name	Marketing and Fundraising for Non-profit Organization
開課單位	社會工作系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	透過本課程之修習與討論，研究生可以-- 1.了解國內外非營利組織社會行銷與募款的觀念與方法 2.認識國內外非營利組織募款規劃與執行案例 3.模擬規劃與撰寫非營利組織行銷與募款計畫	Objectives	1. To introduce students to the fundamental theories, skills and practices in marketing and fundraising for nonprofits, including alternative approaches and applications with culturally diverse populations. 2. To identify different sources of giving and understand the characteristics that distinguish each type. 3. To increase participants' understanding of the practical, ethical and legal issues involving marketing and ndraising. 4. To provide students with an opportunity to apply what they have learned by designing a fundraising and a marketing plans for a selected organization.
教材	1. The main textbook is: Stanley Weinstein (2009), The Complete Guide to Fundraising Management (3rd Edition), New Jersey: John Wiley & Sons, Ins. 2. Barbara L. Ciconte & Jeanne G. Jacobs (2009), Fundraising Basics: A Complete Guide (3rd Edition), Boston, MA: Jones and Bartlett Publishers. 3. Alan L. Wendroff (2004), Special Events ~ Proven Strategies for Nonprofit Fundraising (2nd Edition), New Jersey: John Wiley & Sons, Ins. 4. 陳希林等譯(2002)。募款成功-義工與專家必讀。台北：五觀。（原著：Joan Flanagan (2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc.） 5. Carol Weisman (ed.) (2000). Secrets of Successful Fundraising: The Best from the Non-Profit Pros. St. Louis, MO: Board Builders. 6. Occasional articles and handouts useful in fundraising will be available online through LMS during the semester.	Teaching Materials	1. The main textbook is: Stanley Weinstein (2009), The Complete Guide to Fundraising Management (3rd Edition), New Jersey: John Wiley & Sons, Ins. 2. Barbara L. Ciconte & Jeanne G. Jacobs (2009), Fundraising Basics: A Complete Guide (3rd Edition), Boston, MA: Jones and Bartlett Publishers. 3. Alan L. Wendroff (2004), Special Events ~ Proven Strategies for Nonprofit Fundraising (2nd Edition), New Jersey: John Wiley & Sons, Ins. 4. 陳希林等譯(2002)。募款成功-義工與專家必讀。台北：五觀。（原著：Joan Flanagan (2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc.） 5. Carol Weisman (ed.) (2000). Secrets of Successful Fundraising: The Best from the Non-Profit Pros. St. Louis, MO: Board Builders. 6. Occasional articles and handouts useful in fundraising will be available online through LMS during the semester.
	1.期中考 25% 2.期初報告 & 募款計畫 25% 3.期末考 25% 4.行銷計畫 25% PS.請務必準時來上課,三次遲到以一次曠課論,一次缺席扣學期總分5分,二次缺席扣學期總分10分,三次缺席則本課程以不及格論.		1.Midterm Examination (Fundraising) 25% 2.Written assignment # 1 & Fundraising Plan 25% 3.Final Examination (Marketing) 25% 4.Marketing Plan 25% PS.Attend Class Regularly! Absence

成績評量方式		Grading	from class, whether “excused” or “unexcused”, will result in a lowered course grade. Additionally, 3 tardy arrivals will be counted as 1 absence. Absence from three or more classes will result in a lowered course grade as follows: 1st class missed: five points off final grade 2nd class missed: ten points off final grade 3rd class missed: a grade of “F”(below 70) will be awarded for the course
教師網頁	_		
教學內容	一、課程目標：透過本課程之修習與討論，研究生可以-- 1.了解國內外非營利組織社會行銷的觀念與方法 2.認識國內外非營利組織募款規劃與執行案 例 3.模擬規劃與撰寫非營利組織行銷與募款計畫 二、教學方法：本課程之教學方式包含-- 1.行銷與募款專題講述 2.行銷與募款案例討論 3.學生分組習作報告與討論 4.專家演講等方式進行。 三、課程內容 1.非營利行銷與募款及其與社會議題的關聯 2.社會行銷與商業行銷的差異 3.社會行銷的環境分析 4.策略性社會行銷的規劃與運作管理 5.募款活動的議題選擇 6.社會資源的發掘與維繫 7.募款活動的舉辦 8.國內外成功的社會行銷與募款案例研討	Syllabus	A.Objectives of the Course 1.To understand the concepts and methods of social marketing. 2. To recognize how to map out and conduct the fundraising in NPO. 3.To practice drawing out social marketing and fundraising plan. B.Teaching methods: 1.To lecture the relative concepts 2.Discussing about the cases of social marketing and fundraising. 3.Groups exercises and discussion. 4.Lectures sharing by the invited professionals. C.Contents of the course 1.The introduction and expectation of this course, Major fundraising principles 2.Human resources: The fundraising team 3.The case for support and fundraising materials, Managing information 4.Developing and evaluating your fundraising plan 5.Special events 6.Mass-marketing your message: How the professionals use the Internet, DM, telemarketing, and door canvassing 7.Grantsmanship, Fundraising as a career 1.social marketing and social issues 2.profit and non-profit marketing 3.Environment analysis of social marketing 4.Strategic social marketing management 5.Selection of fundraising themes 6.Exploitation and maintainace of social resources 7.How to conduct a fundraising 8.Successful cases study of domestic and international social marketing and fundraising

尊重智慧財產權，請勿非法影印。