

## H9CM: Communications and Marketing for NonProfits

Module Code:	H9CM
Long Title	Communications and Marketing for NonProfits <b>APPROVED</b>
Title	Communications and Marketing for NonProfits
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	CORINA SHEERIN
Module Author:	Faye McGinley
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Define and critique communications and marketing as a management process and function;
LO2	Critically analyse the theory and practice of strategic marketing in the nonprofit context;
LO3	Develop an appropriate, manageable communications plan to assist an agency to achieve its goals with identified audiences.
LO4	Exploit new information technologies in delivering a communications plan and further the development of a nonprofit brand identity
LO5	Develop and deliver a strategic approach to the marketing of a nonprofit agency.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>Topic 1</b> Communications and the market for news			
<b>Topic 2</b> Nonprofit organisations and the market			
<b>Topic 3</b> Branding and organisational identity			
<b>Topic 4</b> Advocacy and Social Activism			
<b>Topic 5</b> Public Affairs and Lobbying			
<b>Topic 6</b> Using Social Media as a communications platform			
<b>Topic 7</b> Nonprofit Marketing in the digital age			
<b>Topic 8</b> Issues in Reputation and Crisis Management			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Project (0050)	<b>% of total:</b>	70
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will complete an individual project, developing a fundraising plan for their own organisations or an organisation known to them; circa 4,000 words			
<b>Assessment Type:</b>	Presentation	<b>% of total:</b>	30
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners Present the plan to the class			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

## H9CM: Communications and Marketing for NonProfits

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning Time	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>This module does not have any book resources</i>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	