

PADM 7040

Nonprofit Management

Week 4 Topic Overview

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Week 4 Overview

□ Readings:

- Andreasen & Kotler Chapter 4
Understanding Consumer Behavior.
 - Golembiewski & Stevenson Case
15 The Supply Side of Volunteerism.
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Strategic Marketing for NonProfit Organizations

□ Part II. STRATEGIC PLANNING AND ORGANIZATION.

- Chapter 3. Strategic Marketing Planning.
 - **Chapter 4. Understanding Consumer Behavior.**
 - Chapter 5. Acquiring and Using Marketing Information.
 - Chapter 6. Segmentation, Positioning and Branding.
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