

PubPol555: Marketing Social Innovation

Course Syllabus

Taught by:	Erica Mills, MPA
Days:	Thursdays, September 28 through December 7, 2017
Time:	2:30-5:20pm
Classroom:	Parrington Remak Commons
Email/Phone:	enm@uw.edu and 206-221-3063
Office /Hours:	Thursdays 1-2pm, Parrington 406, or by appointment

Course Overview

This class will give students an understanding of how to use marketing to strategically spur adoption of innovation—whether that be at the individual, organizational, or policy level—that addresses a social issue or problem. By the end of the quarter, students will:

- Be able to put marketing theory into practice
- Know how to create a strategic marketing plan
- Understand how to apply marketing techniques to individuals, organizations, and policy initiatives
- Be able to craft effective messaging for different audiences

This class will build students' ability to be effective public speakers, in both formal and informal settings. As such, students are expected to be lively participants in the course, contributing to class discussions in-class and on-line, actively engaging in group work, and thoughtfully reflecting on what they are learning along the way.

We will look at historical approaches, as well as more recent frameworks and methods. Students are expected to learn how to adapt these for different settings and audiences. Dealing with ambiguity will be part of what students grapple with, both as individuals and as a class.

This course will use a combination of lectures, as well as in-class and on-line discussions. I encourage students to bring in real-world examples and be as engaged as possible.

Overview: week by week

Students are expected to come to class fully prepared, i.e. having done all the prep work. We will not spend class time summarizing the readings. If you have not done the prep work, it will be difficult to fully participate in class discussions.

Unless otherwise noted, 'you' and 'your' refer to the project you are focusing on for your group project.

Week/Date	Topic	Prep Work
1: Sept 28	The History of Marketing	Read Why Behavioral Economics is Really Marketing by Philip Kotler Read The History of Marketing Thought by Robert Bartels
2: Oct 5	Topic 1: Framing & Frameworks Topic 2: Competition & Differentiation * Guest: Fleur Larsen	Read 3 Statements that Can Change the World: Vision, Mission and Values by Hildy Gottlieb Watch How great leaders inspire action TEDx Talk by Simon Sinek Read The Concept of the Marketing Mix by Neil Borden Read How We Remember, and Why We Forget by Ashish Ranpura Read Defining Your Competitive Advantage by Mollie West & Andy Posner Read SWOT Analysis: Identifying Your Competitors by Erica Olsen from <i>Strategic Planning Kit for Dummies</i>
3: Oct 12	Branding *Panel Discussion on Personal Branding & Professional Pathways	Read The Role of Brand in the Nonprofit Sector by Kylander, Nathalie and Christopher Stone from <i>SSRI, Spring 2012</i> Watch What is Branding? from <i>Norwich Business School</i> Read Pick the Right Color for Design or Decorating with This Color Psychology Chart by Melanie Pinola Read The Psychology of Typography by Libby Coy Further Reading and Watching (Optional) Building Strong Brands by David A. Aaker Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results by Jocelyne S. Daw, Carol Cone, Kristian Darigan Merenda, and Anne Erhard Why city flags may be the worst-designed thing you've never noticed by Roman Mars at TED

		<p>Brand Driven: The Route to Integrated Branding Through Great Leadership by Susan V. Davis, F. Joseph Lepla, and Lynn M. Parker</p> <p>Even Graphics Can Speak With a Foreign Accent by Chiqui Esteban</p>
4: Oct 19	Goal Setting	<p>Read Difference between Goals and Objectives</p> <p>Read (and watch embedded video) Do Goals Hurt Your Chance of Success? by Sean Stannard-Stockton from SSIR</p> <p>Further Reading (optional)</p> <p>The Nonprofit Strategy Revolution: Real-Time Strategic Planning in a Rapid-Response World by David La Piana</p> <p>Strategic Planning for Nonprofit Organizations by Michael Allison and Jude Kaye</p> <p>Shaping the Future: The Board Member’s Role in Nonprofit Strategic Planning by Gary J. Stern</p>
5: Oct 26	Audience Identification & Segmentation	<p>Watch The tribes we lead Ted Talk by Seth Godin’s</p> <p>Read Homer Simpson for Nonprofits: The Truth About How People Really Think and What It Means for Promoting Your Cause by Andresen, Katya, Alia McKee, and Mark Rovner</p> <p>Read Lisa Simpson for Nonprofits: What Science Can Teach You About Fundraising, Marketing and Making Social Change by Katya Andresen, Alia McKee, and Mark Rovner</p> <p>Read Customer Personas: What Sally can show you by James Heaton from Tronvig Group</p> <p>Read about Forrester Research’s Social Technographic classifications</p> <p>Further Reading (Optional)</p>

		<p>Join the Club: How Peer Pressure Can Transform the World by Tina Rosenberg</p> <p>Tribes by Seth Godin</p> <p>Personas: Practice and Theory by John Pruitt and Jonathan Grudin from Microsoft</p>
6: Nov 2	<p>Mechanisms, Tactics & Trends</p> <p>* Panel on Marketing Trends & Trusted Tactics</p>	<p>David Meerman Scott, Excerpt from "New Rules of PR & Media" [on Canvas]</p> <p>Kanter, Beth. Excerpt from "The Networked Nonprofit." Pages 11-58: Chapters 2-4. [on Canvas]</p> <p>Aaker, Jennifer and Andy Smith. "The Dragonfly Effect." (Article adapted from the book.)</p>
7: Nov 9	<p>Messaging, Pitching & Storytelling</p>	<p>Watch The Secret Life of Pronouns TEDx Talk by James Pennebaker</p> <p>Read Words to Avoid in 2016 from Big Duck</p> <p>Read Lake Superior State University's 41st Annual List of Banished Words.</p> <p>Listen to (or read the transcript of) Business Jargon Is Not a "Value-Add," an interview with Dan Pallotta by Sarah Green from the Harvard Business Review</p> <p>Read Telling Tales by Stephen Denning</p> <p>Read Chapter 1 of Made to Stick by Chip Heath and Dan Heath</p> <p>Watch The Science of Persuasion by Influence at Work (based on Cialdini)</p> <p>Read (and watch embedded video) 6 new pitches for selling your product, your idea, or yourself by Daniel H. Pink</p> <p>Read Your Mission Statement is Not Your Story by Jay Geneske</p>

		<p>Read Pitchfalls: why bad pitches happen to good people by Erica Mills</p> <p>Read Great Mission. Bad Statement: why the social sector should worry more about words by Erica Mills</p> <p>Read 5 Beautiful Examples of Compelling Nonprofit Storytelling by Elizabeth Chung from Classy</p> <p>Further Reading (Optional)</p> <p>Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath</p> <p>The Secret Life of Pronouns: What Our Words Say About Us by James W. Pennebaker</p> <p>Influence: The Psychology of Persuasion by Robert Cialdini</p> <p>Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence by Lisa Cron</p> <p>Telling Your Public Story: Self, Us, Now by Marshall Ganz</p> <p>The Non-Profit Narrative: How Telling Stories Can Change the World by Dan Portnoy</p>
8: Nov 16	<p>Topic 1: Measurement</p> <p>Topic 2: Ethics</p>	<p>Kanter, Beth, Why Data-informed vs. Data-driven?</p> <p>Brooks, David, The Philosophy of Data</p> <p>Further Reading (Optional)</p> <p>To Sell is Human: The Surprising Truth About Moving Others by Daniel H. Pink</p> <p>The Networked Nonprofit: Connecting with Social Media to Drive Change by Beth Kanter</p>
9: Nov 30	In-Class Case Study	
10: Dec 7	FINAL PRESENTATIONS!	Turn in final presentations via Canvas by noon on December 7.

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ASSIGNMENTS

As stated above, the goals of this class are for you to learn how to create a comprehensive and strategic marketing action plan, and effectively explain it in written and spoken formats. As such, assignments are meant to build skills in the areas of analysis, development, and delivery. We will focus less on implementation (e.g. how to create a Facebook page) and more on strategy development (e.g. how to create the elements essential to effective marketing). This is because the tools you use to implement a marketing strategy will change, but the decision-making process to select them will remain the same.

Expectations

All assignments you submit for grades need to demonstrate your ability to think critically and communicate clearly. Your choice of words is important.

Assignments

A total of 1000 points is possible.

Students will pick one project for which they will complete a series of assignments that lead up to a final presentation. Students are encouraged to form into groups of 3-4. Marketing is a team sport and effective marketing campaigns and strategies are rarely formed by one individual. Doing the assignments in a group will give you the opportunity to experience what mission-driven marketing is really like.

In week 2, you will be given a number of different projects from which to choose. Which project you pick is up to you. You can use the opportunity to focus on your current place of employment or an organization for which you volunteer. However, if you've had an idea for a project/campaign/organization, you can also use this as an opportunity to think through that idea from a marketing perspective.

Administrative Notes of Great Importance

1. *Communicating with your instructor.* All groups will be assigned a number, once we know how many we have. When you send the instructor email from your group, please have the subject line read: "Group X: [insert topic]", and cc: all group members.
2. *Turning in Assignments.* All assignments should be uploaded to Canvas before class on the Due Date, unless otherwise noted. For Group Assignments, only one member of the group needs to submit the assignment.

Assignment	Length	Points	Due Date
Goal Statement	1-2 sentences	50	Oct 25
<p>Persona</p> <p>Based on a provided template, students will create a persona.</p> <p>This is a group assignment. Each group will submit 1 persona. Each group member will receive the same score.</p>	1 page max	150	Nov 1
<p>Pitch Video</p> <p>Students will create a video with a pitch that is no longer than 30 seconds. The pitch can be about a job you want, an idea you have, or an organization you love. At the beginning of the video, students will explain what success looks like and who the audience is. At the end of the video, students will share what they learned from the pitch experience.</p> <p>Unless approved in advance by the instructor, videos will be available to the class for viewing.</p>	3 minutes total	100	Nov 15
<p>Pitch Critique</p> <p>Each student will give written feedback to one other student's pitch.</p>	No more than 1 page	50	Nov 22
<p>Weekly Tweet</p> <p>Communicate your key take-aways from each week's class in 140 characters or less. You can comment on a reading, the discussion, and/or point to a real-world example you found that relates to that week's topic. Referencing examples or sources not covered in class is encouraged.</p> <p>If you do not already have a Twitter account, you are expected to create one. Each week you will post your tweet no later than 5pm on</p>	140 characters or less per week.	100 (10 pts/wk)	Every week by 5pm on the Friday after class.

<p>the Friday following class. Use the hashtag #PubPol555</p>			
<p>Book Review</p> <p>The purpose of the book review is to summarize the book you read, while offering your insights on how the book relates to/reinforces the other readings, class discussion, etc.</p> <p>Format is up to the student to decide. Creativity is encouraged.</p> <p>Book Options</p> <p>Durham, Sarah. "Brandraising: how nonprofits raise visibility and money through smart communications"</p> <p>Heath, Chip and Dan Heath. "Made to Stick: Why Some Ideas Stick and Others Die."</p> <p>Keyes, Whitney. "Propel: Five Ways to Ramp Up Your Marketing and Accelerate Business."</p> <p>Cialdini, Robert. "Influence: The Psychology of Persuasion."</p> <p>If you would like to read another book, you will need to get the instructor's permission.</p>	<p>Equivalent of 1 page.</p>	<p>150</p>	<p>By class on Nov 30</p>
<p>Class Participation</p> <p>Everyone is expected to participate in class, in some form or fashion. If you tend to be shy, actively participate when we do small group work and/or engage in, or even initiate, discussions in the course's on-line discussion forum on Canvas.</p>	<p>N/A</p>	<p>150</p>	<p>N/A</p>
<p>Final Presentation of Marketing Plan</p> <p>This is when everything you've learned comes together! Presentations will be evaluated on</p>	<p>10 minutes max, not including Q&A and feedback.</p>	<p>250</p>	

<p>both substance and style, using the presentation rubric.</p> <p><i>Upload all presentation materials to Canvas no later than 5pm on Dec 6.</i></p>	<p>You may use PowerPoint/Keynote/Prezi. You can use other media, if desired.</p>		<p>5pm on Dec 6</p>
<p>TOTAL</p>		<p>1,000</p>	

PRESENTATION RUBRIC

ELEMENT	EVALUATION QUESTIONS
Why	Do you explain why the social innovation you're marketing matters? What problem will it solve?
What	Do you clearly outline your goals? Are they SMART?
Who	Are you clear about what type(s) of people your marketing efforts must engage, i.e. who are your believers? Does the presentation of your persona reflect both their motivations and their behavior patterns? Is there evidence that you did research to support your persona development?
How	<i>Messaging:</i> Do you have messaging that is concise, compelling and repeatable? Have you chosen words that would resonate with your persona? <i>Mechanisms:</i> Do your choices in which mechanisms to use make sense given your persona's motivations and behavior? Do they take into account resource considerations such as staff time and money, i.e. is the plan doable? <i>Measurement:</i> How will you gauge whether your marketing efforts are successful? Do the outputs you intend to measure for each mechanism align with your overall goals? At what interval will you measure your progress?
Storytelling/	Is the presentation engaging?

Audience engagement

Do you effectively use visuals to reinforce your points?

Do you speak to both the head and the heart?