

Tutorial worksheet
List of Presentations for the course Marketing for Nonprofit
Organisations

- Introduction to the emergence of the concept of marketing in nonprofit organisations
- Strategic marketing planning for non-profit organisations
- Marketing research in non-profit organisations
- Marketing Strategy :Product and Distribution
- Marketing Strategy :Price and Promotion
- Social Marketing: Marketing Ideas
- Marketing for donations and volunteering
- Marketing for education
- Healthcare Marketing
- Arts and Sports Marketing
- Marketing in the Public Sector
- Cause related Marketing

Instructions to follow:

*Choose a single topic per student using the
scientific method.*

*Submit the work in the 'presentation submission' area in
Word and PowerPoint format*