Course Description and Objectives

Public managers in all sectors find it advantageous to engage with residents, constituents, stakeholders, and the public at large. One form of engagement involves the application of market analysis to the delivery of goods and services in the public sector. We nominate this process as public sector marketing in that managers apply a set of analytic tools and techniques to identify, to price, to delivery, and to promote goods and services delivered by public sector organizations to end-users in the public. Although these tools and techniques are not universally applicable across all governments or nonprofits, they are pervasive and play an increasingly important role in any large public organization.

This will be a very useful and practical course that should also be enjoyable. This course is heavily reliant upon applied research and team projects. Please consider your ability to contribute to extensive team research and writing.

Students will develop the following competencies and knowledge bases in the course:

1. Students will analyze the relationship between core concepts in marketing and how those concepts are related to broad paradigms of public administration. METHOD OF ASSESSMENT: Final exam and scholarly research assignments.
2. Students will be able to write a detailed marketing plan for a public sector organization. METHOD OF ASSESSMENT: Two project assignments.

Course Materials


Additional materials are in PDF format on the course URL.
Course Evaluation and Grades

Below you will find a brief description of each component and their weight in the evaluation process. There are 1,000 possible points in the course.

1. **Scholarly Research Assignment** (5%): You will read and review a scholarly article relevant to your team assignment.

2. **Participation** (15%). Students are expected to participate in class with insight from readings, pertinent questions, and Socratic discourse with the instructor and guest speakers. Both the quality and quantity will be considered and evaluated on a weekly basis. Any absence from class (excused or unexcused) will result in 5 point deduction per hour of the class missed.

3. **Project #1** (40%): You and your team will develop a marketing plan for the UNT Summer School Program.

4. **Project #2** (40%): You and your team will develop components of a marketing plan for the UNT MPA program.

5. **Exam**: A final exam will be offered to students who wish to improve one project score. The final exam score will be averaged with the project score, but you must request the final exam by 9PM on July 21st.

**Scholarly Research Assignment**

Students must select one scholarly article from a public administration related journal listed in the Web of Science. The article must address an issue related to public sector marketing as follows:

- Product definition, differentiation, attributes, or development.
- Price determination, selection, willingness-to-pay, or price sensitivity.
- Placement of products, distribution, allocation, or means of delivery as a means of increasing access.
- Promotion of products or organizations such as branding, use of social media, social marketing or others.

The assignments is to provide 750 word assessment of the following:

1. What is the research question of the article?
2. What is the answer to the research question?
3. What is your critique? (Do you agree or disagree with the findings and why?)

**Team Projects**

At the beginning of the semester, students will be assigned to groups for the production of two marketing plans and presentations as outlined in Kotler and Lee, p. 282. As you collaborate with your team members, you will work as a team, and consequently you should rely on each other in selecting, designing, and presenting the material. By working in a team, each of you should demonstrate your ability to work with others and manage project tasks. Carry your share of the workload. Group work is more challenging, but these skills are a significant in public administration. **Your individual grade will be a composite of the**
**project manager assessment, instructor assessment and jury assessment.** If a group is having problems with a particular member, then they should do the following:

- One member of the group should discuss the situation with the potential free-rider and inform the instructor about this action.
- Next, the entire group should discuss the situation with the free-rider and inform the instructor about this action.
- If necessary, the instructor will meet with the group to discuss the situation.
- The instructor will take any appropriate action to resolve the situation, up to including adjusting individual grades or team rosters.

We expect that all students will be good team members. However, action should be immediately taken if a free-rider problem emerges. Waiting until the end of the semester will indicate that the problem is not that severe and the instructor is less likely to take corrective action. More details on the projects are listed below:

1. **Project Summer Sun.** Each team will present a marketing plan for UNT Summer School 2014-15.
   a. The class will be divided into groups of four teams of 6 or 7 persons. Each team will select a project manager who is responsible for communication with the instructor and uploading the final document to the assignment slot on the web.
   b. Each team will submit a marketing plan according to the outline presented on p. 282 of Kotler and Lee. In addition to this report, each group will provide a detailed addendum of documentation and research associated with the conclusions drawn and presented in the written material.
   c. Each team will present the plan to a jury who will select the best plan and grade each presentation.
   d. Grades for the project are determined as follows:
      i. Jury grade for the presentation: 25% (100 pts)
      ii. Modified 360 assessment of individuals: 25% (100 pts)
      iii. Instructor assessment of the written project, presentation, and work process of each team: 50% (200 pts)

2. **Project Green Machine.** Each team will present a component of a marketing plan for the UNT MPA program.
   a. The class will be divided into groups of four teams of 6 or 7 persons. Each team will be responsible for one of the four P’s. The instructor will be the project manager.
   b. Each team will submit a modified marketing plan comprising two recommended strategies and budgets for each “P.” Each group must provide a detailed addendum of documentation and research associated with the strategies presented.
   c. Each team will present the plan to a jury who will grade each presentation.
   d. Grades for the project are determined as follows:
      i. Jury grade for the presentation: 25% (100 pts)
      ii. Modified 360 assessment of individuals: 25% (100 pts)
      iii. Instructor assessment of the written project, presentation, and work process of each team: 50% (200 pts).

**Other Course Policies**

*Standard Policies*

- Religious holidays will be observed according to University policy.
Unauthorized use of the internet during class is unprofessional and will be accounted for in the participation grade.

Students with Disabilities
Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible to make the necessary arrangements. Students should present appropriate verification of student disability to the instructor and reasonable accommodations will be made. However, no requirement exists that accommodations be made prior to completion of this approved University process.

Withdrawals
Students may withdraw from the course, but you must follow university procedures. The instructor is not responsible for failure to meet withdrawal deadlines.

Classroom Civility
Students must help maintain a classroom atmosphere conducive to learning. Please refrain from engaging in activities that are disruptive to the learning process such as tardiness, use of phones or pagers, or engaging in other activities. Moreover, students should engage in civil discourse with their colleagues and instructor. Argumentation and debate do not necessitate the use of language that denigrates others. Students are encouraged to express their positions and opinions, even controversial ones, but they must do so in a civil manner.

Academic Ethics
The issue of academic ethics can be a problem and thus any instance of cheating, plagiarism, falsification, or failure to do original work for this course can result in one or more of the following consequences.

- Failing grade for assignment
- Failing course grade
- Recommendation for additional disciplinary action
- Requirement to do substitute assignments
- Removal from the MPA program or University
**Course Syllabus**

The following schedule indicates our plan for the semester. The instructor may adjust the plan to facilitate course objectives. Students are responsible for any changes made to the syllabus that are announced in class or on Blackboard. Students are also expected to read the material before coming to class so they can be prepared to discuss the material.

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>References</th>
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<tbody>
<tr>
<td>2-Jun</td>
<td>Introduction</td>
<td>Kotler &amp; Lee 1,2, 13; Thomas 1, 2; Madill</td>
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<tr>
<td>9-Jun</td>
<td>Applying market concepts to the public sector: Products and Price</td>
<td>Kotler &amp; Lee 3, 4; Review all Summer Sun materials.</td>
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<tr>
<td>16-Jun</td>
<td>Applying market concepts to the public sector: Price, Placement, and Promotion.</td>
<td>Kotler &amp; Lee 5, 6, 7, 9</td>
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<td>21-Jun</td>
<td>Research and Evaluation Workshop</td>
<td>Kotler &amp; Lee 11, 12; Thomas 4</td>
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<td>23-Jun</td>
<td>Applying market concepts to the public sector: Customer Service and Satisfaction</td>
<td>Kotler &amp; Lee 8; Scholarly Assignment Due</td>
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<td>30-Jun</td>
<td>Social Media, Technology, and Big Data</td>
<td>McClendon 8,9</td>
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<td>7-Jul</td>
<td>Strategic Partnerships</td>
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<td>14-Jul</td>
<td>Final Presentations: Project Summer Sun</td>
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<td>21-Jul</td>
<td>Final Presentations: Project Green Machine</td>
<td>Take-home exam distributed for those choosing option</td>
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