Syllabus
MARKETING 372
MARKETING FOR SOCIAL PROFIT
SPRING, 2011 (CBA 4.304)

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E-mail Professor and Always Copy TA, *Please*

Course Goals

Social profit, in some form or another, is increasingly important in today's business world. A goal of this course is to challenge you to think about:

- What is social profit and for what types of enterprises is social profit relevant?
- How can marketing tools contribute to social profit enhancement in an enterprise?
- What are the leadership dynamics for social profit?
- How does social profit relate to social marketing, philanthropic entrepreneurship, and sustainability topics?
- What are the metrics to measure social profit and its costs and benefits?
- The importance of a future perspective in the present.

Marketing has a positive role to play in the development, strategic execution, and measurement of social profit. You will explore the idea of social profit and social profit's relationship to marketing through a series of readings, presentations, and discussions. Early in the course we will focus on "What is social profit?" One definitional *starting point* can be found on the Glimmer of Hope website where social profit is defined as:

"Social Profit (*noun*) — The amount of social and humanitarian benefit gained as a result of investing in the well-being of others" (http://www.aglimmerofhope.org).

Required Reading

There are four books that are required reading for this course:

- John Kotter and Holger Rathgeber (2005), *Our Iceberg Is Melting, Changing and Succeeding Under Any Conditions*. New York: St. Martin's Press. (ISBN-13: 978-0-312-36198-3; ISBN-10: 0-312-36198-X)
- Bob Johansen (2009), *Leaders Make the Future*. San Francisco: Berrett-Kochler Publications, Inc. (ISBN 978-1-60509-002-3)

- Nadine A. Thompson and Angela E. Soper (2007), *Values Sell: Transforming Purpose Into Profit Through Creative Sales and Distribution Strategies*. San Francisco: Berrett-Kochler Publications, Inc. (ISBN-10: 1-57675-358-1; ISBN-13: 978-1-57675-358-3)
- Muhammad Yunus (2010), *Building Social Business*. USA: PublicAffairs™. (ISBN 978-1-58648-824-6)

Suggested Supplemental Readings

- Yvon Chouinard (2006), *Let My People Go Surfing, The Education of A Reluctant Businessman.* London: Penguin Books. (ISBN 0 14 30 3783 8)
- Ben Cohen and Mal Warwick (2006), *Iceberg Business: How to Change the World, Make Money and Have Fun*. San Francisco: Berrett-Kochler Publications, Inc. (ISBN-10: 1-57675-358-1; ISBN-13: 978-1-57675-353-3)

Overview of Course Format

This course will focus on student presentations and student-lead discussion, not lectures from the professor. Hence, there is an emphasis on your coming prepared to class each day. The final student group organization of the course will depend on the number of students registered; however, each of you will belong to one group for the semester. Each group will present twice during the semester: Once for a basic presentation of readings and once to provide elaboration examples and lead class discussion for a given day's readings. Thus, one presentation will review highlights of the reading assignment and the other will present applications, as well as lead the class with discussion topics. This means that each group will present some part of two of the four required readings (*and not the same set of readings twice*). In addition, there will be 1) Application Assignments throughout the semester, 2) one integrative exam, and 3) unannounced quizzes over the readings. Application Assignments will be short papers (2-5 pages) applying concepts from specific readings to the business world around you.

Introductory Information and Instructions for Presentations

Presentation information

- You will be in the same application and discussion group for the entire semester.
- Each group will be responsible for **two** presentations on different readings:
  1. One presentation will be over highlights and basic concepts of the reading, and
  2. One presentation will be over real world applications and lead the class discussion.
     - For your real world applications/examples presentation, you are to come up with three discussion questions for the class.
- Presentations should be in a PowerPoint format, but may also contain other visuals.
- Both presentations should contain active, involved discussions with the class.

- Each group may decide whether or not they want to provide hard copy of their PowerPoint presentation and/or visuals to the whole class before/during the presentation.
- Each group MUST email their PowerPoint slides to Dr. Golden and the TA at least twelve hours prior to your presentation. Do not send Dr. Golden any embedded videos or other action clips, just send her basic PowerPoint slides, please.
- The application presentation group should also make sure to email their discussion questions to both Dr. Golden and the TA by noon the day prior to the presentation.
- Each of your two presentations will count for 15 points (the whole group will receive the same grade).

Blackboard and Grading Components

So you can access all course information easily, and monitor your grades, this class will use a Blackboard Website (via Blackboard.com). All course materials will be posted to that site (e.g., syllabus, test and assignment results, non-text readings). To access the site, go to http://courses.utexas.edu. You will be asked to enter your UTEID to enter the site. Alternatively, enter UTDirect and follow the links for Academic Services and Course Web sites.

Your grade will be based upon 100 total points, with the following break-down for Leaderster grades.

A	100-93 points
B	92-82 points
C	81-70 points
D	69-60 points
F	59 points and below

The components of your grade are as follows:

- Presentation of basic concepts from reading and discussion — 15 points
- Presentation of real world applications/examples — 15 points
- Class participation — 10 points
- Application assignments — 20 points
- In-class quizzes — 20 points
- Integrative exam — 20 points

Note: Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

Day-by-Day Readings and Assignments (Specifics To Be Adapted to Class Size)*

You are expected to have read each day's assignment prior to coming to class. Remember to always be prepared for an unannounced in-class quiz at the beginning of any class period.

DATE	LECTURE TOPIC	ASSIGNMENT
Wednesday, January 19	Orientation to the class	
Monday, January 24	Class Discussion of Social Profit Concept	
Wednesday, January 26	Discussion of Social Profit Perspectives Organize Presentation Groups	Articles on Blackboard
Monday, January 31	Leadership Discussion	Read Iceberg
Wednesday, February 2	Concept Presentation on Iceberg, Ch. 1–4 <Team 1>	
Monday, February 7	Application Presentation Iceberg, Ch. 1–4 <Team 2>	AA #1 DUE
Wednesday, February 9	Concept Presentation on Iceberg, Ch 5-8 <Team 3>	
Monday, February 14	Application Presentation Iceberg, Ch 5-8 <Team 4>	
Wednesday, February 16	Concept Presentation on Values Sell, Ch 1-4 <Team 5>	Read Values Sell
Monday, February 21	Application Presentation on Values Sell, Ch 1-4 <Team 6>	
Wednesday, February 23	Concept Presentation on Values Sell, Ch 5-8 <Team 7>	
Monday, February 28	Application Presentation on Values Sell, Ch 5-8 <Team 8>	AA #2 DUE
Wednesday, March 2	Concept Presentation on Social Business, Ch 1-3 <Team 9>	Read Social Business
Monday, March 7	Application Presentation Social Business, Ch 1-3 <Team ?>	
Wednesday, March 9	Concept Presentation on Social Business, Ch 4-6 <Team ?>	*Have a great break!*
Monday, March 21	Application Presentation Social Business, Ch 4-6 <Team ?>	
Wednesday, March 23	Concept Presentation on Social Business, Ch 7-9 <Team ?>	
Monday, March 28	Application Presentation Social Business, Ch 7-9 <Team ?>	
Wednesday, March 30	Discussion of Social Business Application Assignments	AA #3 DUE
Monday, April 4	Concept Presentation on Leaders, Ch 1-4 <Team ?>	Read Leaders
Wednesday, April 6	Application Presentation on Leaders, Ch 1-4 <Team ?>	
Monday, April 11	Concept Presentation on Leaders, Ch 5-8 <Team ?>	
Wednesday, April 13	Application Presentation on Leaders, Ch 5-8 <Team ?>	
Monday, April 18	Concept Presentation Leaders, Ch 9–About IFTF <Team ?>	
Wednesday, April 20	Application Presentation Leaders, Ch 9–IFTF <Team ?>	AA #4 DUE
Monday, April 25	Integrative Exam	
Wednesday, April 27	Refining the Social Profit Concept	
Monday, May 2	Metrics for Social Profit	
Wednesday, May 4	Final Integration Discussion (Required Attendance)	

**AA: Application Assignment—DUE dates subject to change until final group formations and day-by-day schedule*