California State University

Craig School of Business

Marketing 100S Service-Learning

The service-learning program is part of Marketing 100S, a four-unit, fundamental course required of all business majors; the course is taken by over 800 students each semester.

Students connect with CBOs through the Community Services Opportunities Fair hosted by the Richter Center at the beginning of every semester. Teams (usually 3 – 4 students) choose a CBO to work with based on their own interests and the CBO’s willingness to supervise them.

Each student provides 15 hours of volunteer time performing marketing-related services for the CBO. They are supervised by a CBO employee or representative, which the program calls a “site supervisor.” At the end of the semester, each student must have their work hours signed off by their site supervisor through an individual Work Log.

Through the semester, as students build their knowledge of marketing concepts in class, they develop a marketing plan for the CBO. MKTG100S is the students first marketing class, so writing a plan is a challenging project.

Following are commonly asked questions about the service-learning program. Hopefully, they will provide help and guidance.

FAQs

Q: Are the 15 hours done as a group or individually?

A: Each student must complete 15 hours individually. While students may do the same activities (like working together at a fundraising event), students may also be assigned different activities.

Q: What types of marketing activities can students perform?

A: Students often engage in the following, though they may perform other activities as well.

* Creating communications materials such as brochures, flyers, email blasts, newsletters, press releases, and presentation materials. Students may also manage social media accounts and create posts (though social media should only be a portion of their work). Students often post flyers about events.
* Website design. Students may “audit” CBO websites to assess ease of navigation and make recommendations for improvement. They may also modify a website to accept online donations or improve functionality.
* Organizing and participating at events. Students may provide staffing for fundraising events or assist with virtual fundraisers. Students may also solicit “in-kind” donations from local businesses.
* Develop or maintain donor databases: Students may design systems through Excel or other software to keep track of donors and communicate with them.
* Performing marketing research. Designing and sending out surveys and compiling results to meet the CBO’s objectives. Any questionnaires or surveys **must be approved by the Marketing Department** before they are deployed.

Q: Are there activities students should not do?

A: Students should not handle cash, perform telemarketing, or do work unrelated to marketing.

Q: What documents need to be signed?

A: Before students begin any work with a CBO, they must have a Learning Plan completed and signed by themselves, their CBO supervisor, and their instructor. The Plan details the marketing-related work they will do. This form is electronic; the student originates it and sends to the CBO supervisor’s email.

 At the end of the semester, students will submit their Work Log electronically. This log provides details about the work they did on specific dates and the hours completed. CBO supervisors sign this form electronically. If a student submits hours a CBO supervisor does not agree with, they should contact the student’s instructor or the Service-Learning Coordinator for the Craig School.

Q: What help do students need from the CBO to create their marketing plan?

A: Much of the required information is available through a CBO’s website and publications. Students do need two years of financial reports, which they may obtain from an organization’s annual reports or IRS form 990s. Students may ask you for your organization’s annual financial statements. If a CBO is small or new, students will have difficulty completing this part of the project. Please work with their instructor if that is the case.

All of us at the Craig School greatly appreciate your willingness to work with and guide our students as they explore the world of non-profit marketing!