Nonbusiness marketing – with local stakeholders

Dr. Anita Kéri

keri.anita@eco.u-szeged.hu

Presentation outline

- Challenges in teaching
- Nonbusiness marketing – the class
- Projectwork
- Challenges
- Success stories and future plans
- Course evolution

Challenges in teaching

- The youth: gen Z and gen alpha
- Teaching the masses
- Scarcity of resources
- COVID-19 challenges
  - Higher education service is being transformed

Nonbusiness marketing

- Fall semester of 2021-2022
- Class:
  - Lecture
  - Compulsory for students of Marketing
- Length: 1,5 hours/week
- Number of students: approx. 140 people
- Prerequisite: Marketing lecture and seminar
- Nature of the lecture: Interactive lecture + **projectwork**

Requirements

- **Compulsory reading:** Hetesi E. - Veres Z. (2013): Nonbusiness marketing, Akadémiai Kiadó
- **Topics covered during Nonbusiness marketing**
  - public utility services
  - the budgetary public services
  - nonprofit sector
  - cross-sectoral and non-sector-relevant fields of marketing (e.g.: volunteering, cause-related marketing, PPP, CSR)

Requirements

- Oral exam
  - During the exam period

- Projectwork
  - Can result in a final grade (without the oral exam)
  - With Grade 5 (Excellent) finals only.

Projectwork

- **Groups** of max. 8 members
- **3 marketing problems** = 3 group task during the semester
- 2 weeks/task
- **Presenting** the practical recommendations in a presentation and in a written document
- The best presentations/task receive **maximum points** (based on the evaluation of the organization's representative + teacher)

Projectwork tasks

- Task 1: **MASZK Association**
  - **Aim:** creating social media posts in the topic of fast and slow fashion to educate the young generations on sustainable clothing.

- Task 2: **Dorozsmai Petőfi Sándor Community Hall**
  - **Aim:** eventmarketing to reach the young generations with the events of the Community Hall.

- Task 3: **MVM – Hungarian Electric Works Ltd. (Magyar Villamos Művek Zrt.)**
  - **Aim:** Chaging the name of the Facebook profile for the Ltd.

Challenges

- Choice of the tasks
  - Joint work of the organization and the teacher
  - Challenging yet accomplishable task
- Cooperation with the organizations
  - Keeping in close connections, signing a confidentiality agreement
- Invitation of representatives to the university classroom

Success stories and future plans

- Fair and equal opportunities for students

- Real-life challenges of nonbusiness organizations (future possibilities at these organizations for students)

Success stories and future plans

Got some clothes you don't use? Grab a T-shirt and dress your pets! 🐶🐾
Look how cute they are! 😍😍

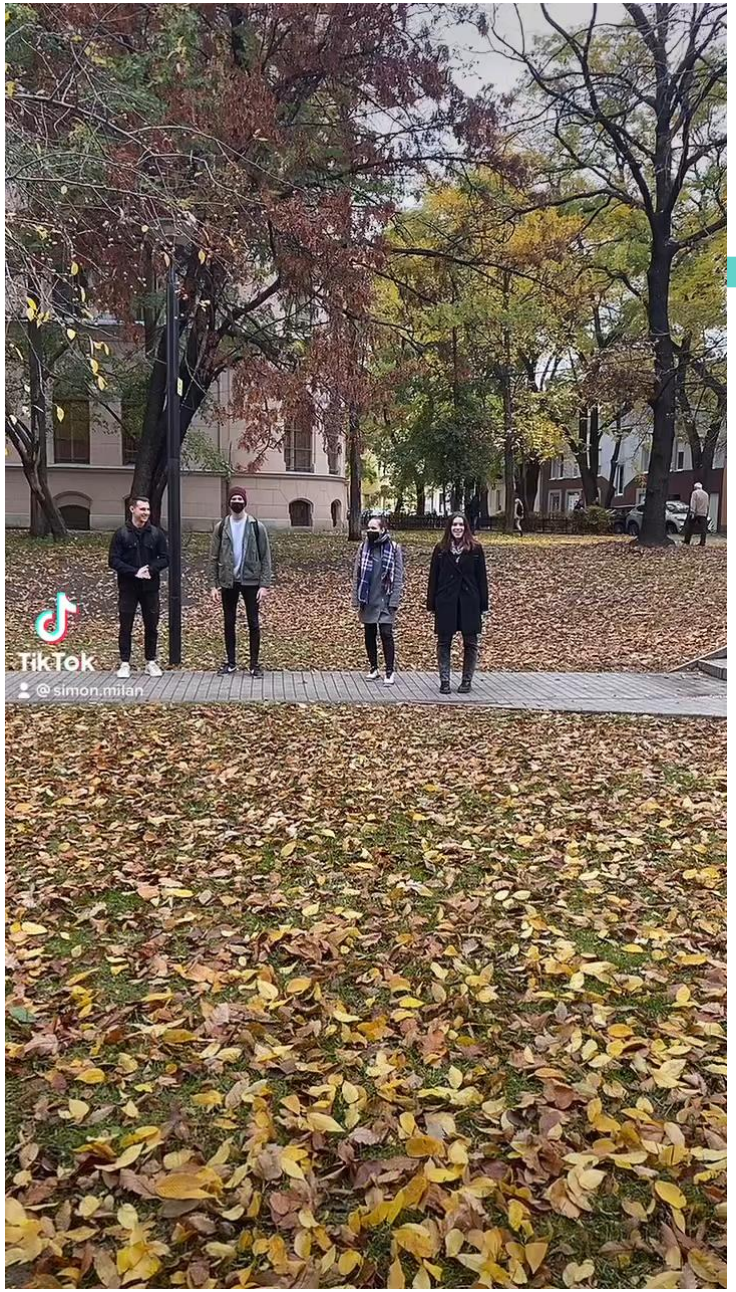
Do you know the feeling of going out with friends to go shopping just for fun?
But is it fun, though? 🤔
Did you know that the annual value of clothing discarded prematurely is more than $400 billion? That's one hell of an amount, which you can help to reduce, too. 🤗

Why buy so many new clothes
if they are going to end up in the dumpster anyway?

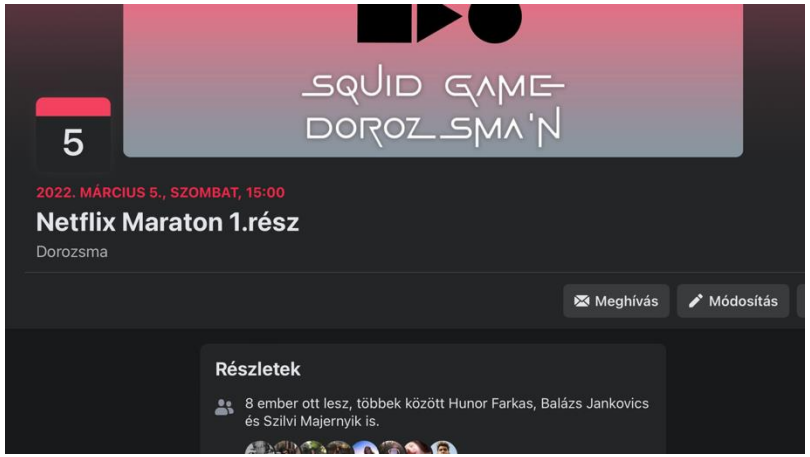
Success stories and future plans

Mint tudjuk, a divat egy hatalmas körforgás és időről-időre egy-egy ruhadarab újból visszatér, trendivé válik. 👩‍♀️ Emiatt is jó, ha minőségi ruhadarabokba fektetünk be. Ezt a nadrágot, valamint egy farmerkabátot édesanyám a 90-es években vásárolta és hordta a mindennapokban. 🚹 Amikor én 2015-ben szerettem volna egy hasonló nadrágot vásárolni, csak elővette a szekrényéből és rámruházta ezt az időtlen darabot a kabáttal együtt, hátha az is megtetszik. Azóta is az egyik kedvenc viseletem mindkét darab. Ezzel nem csak pénzt spóroltam, hanem segítettem a bolygónkon azzal, hogy nem vásároltam újabb ruhadarabot. 🌎

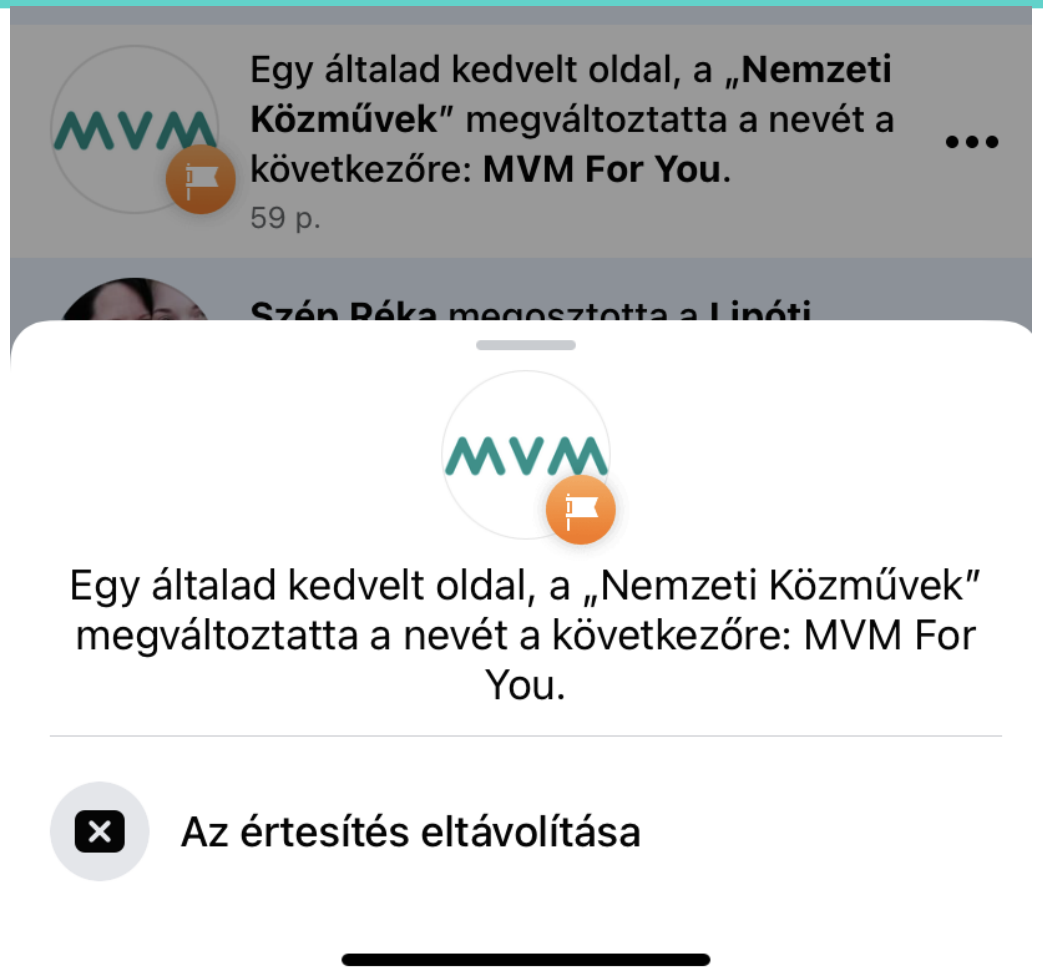
Success stories and future plans



NetflixMaraton



Success stories and future plans



How has the course evolved?

- Groups of max. 8 members
- 3 marketing problems = 4 marketing problems
- 2 weeks/task
- 1 group gets 1 task only
- Oral exam is compulsory for everyone

Thank you for your attention

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