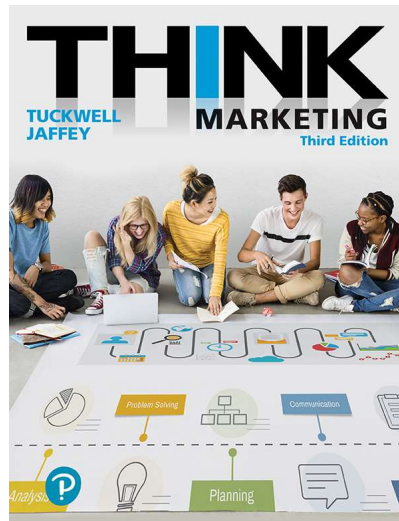


Think Marketing

Third Edition



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Chapter 10

Services and Not-for-Profit Marketing

Learning Objectives

1. Outline the characteristics and behaviours that distinguish services marketing from product marketing.
2. Describe the elements of the services marketing mix.
3. Explain the nature, scope, and characteristics of not-for-profit marketing.
4. Describe the types of not-for-profit marketing.
5. Discuss the role and importance of marketing strategy in not-for-profit organizations.

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THE SERVICE ECONOMY



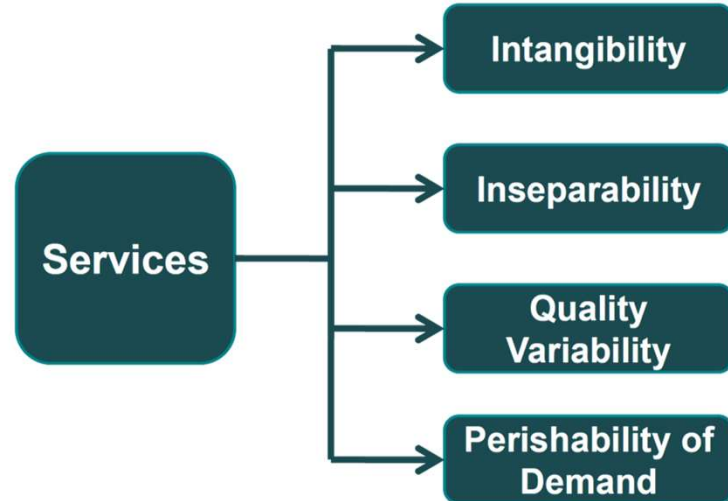
LO 1: Outline the characteristics and behaviours that distinguish services marketing from product marketing.

Service Sector:

- 75% of Canadians work in service industry
- Primary Categories:
 - Leisure and personal services
 - Food and beverage services
 - Accommodation
 - Business services

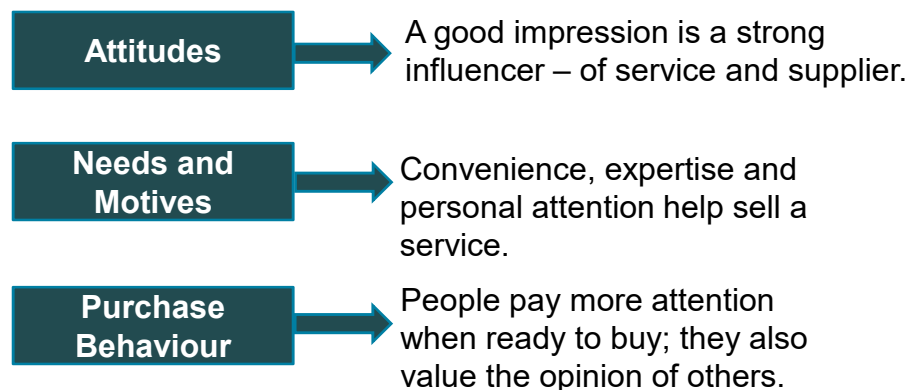
**selection
for class
discussion**

Characteristics of Services



example service?

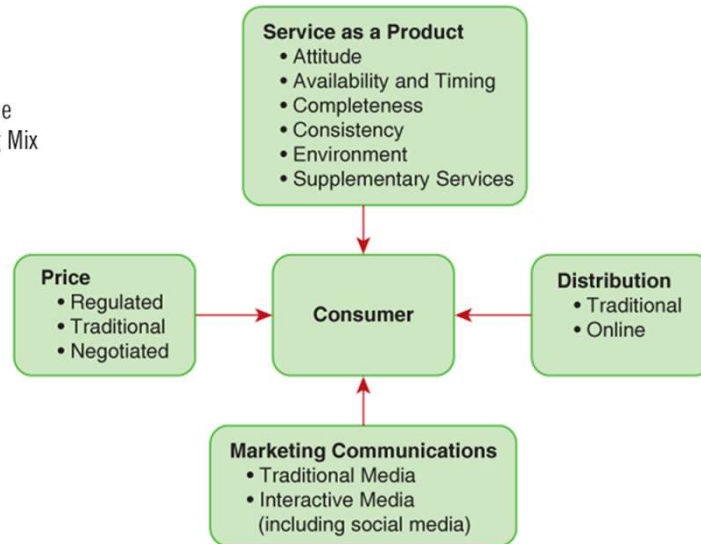
Buying Behaviour in Services



example service?

LO 2: Services Marketing Mix Elements

Figure 10.5 The Services Marketing Mix



LO 3: Not-for-Profit and Cause Marketing

- People, Causes, Ideas
- Targets: fundraising goals vs. ROI, Volunteer time
- Donor and Client considered



- Persuading public to accept a given idea, cause or way of thinking

LO 3: Not-for-Profit Marketing

Not-for-profit marketing refers to the marketing efforts and activities of not-for-profit organizations.

- Philosophy
 - People, causes, ideas, organizations
- Exchange
 - Psychological satisfaction of supporting cause
- Objectives
 - Not always quantifiable, measurable
- Benefits Derived
 - Material benefits not shared by all



Figure 10.10 Cops for Cancer Tour de Rock is an annual event supporting the Canadian Cancer Society.

LO 4: Types of NFP Marketing

There are four categories of not-for-profit marketing:

- Organization marketing
- People marketing
- Place marketing
- Idea marketing



LO 5: Marketing Strategy for Non-Profit

Product

Organizations believe they provide what the public needs. The public simply needs to be made aware of a certain viewpoint.

Price

Money may change hands (donation) but time and expertise are volunteered.

Distribution

Channels are direct (organization to donor).

Marketing Communications

Media advertising plays a big role - creating awareness and communicating important details call for a well-rounded media mix.