



SHORT TERM COURSE ON
NOT FOR PROFIT MARKETING

27th to 31st August 2018

Overview: Marketing has traditionally been considered to be a function associated with for-profit/commercial organizations but recent developments in the domain suggest that marketing can be applied in the case of public and non-profit organizations also. In this course, various concepts of Public, Not for Profit and social Marketing will be covered along with latest developments in the field.

Objectives: To understand the specificities associated with the concepts of the discipline as well as how these specificities influence the marketing of these concepts; To identify the results achieved by the studies developed on this topic until now; To critically evaluate the results achieved by the studies developed until now; To apply and adapt the marketing tools to public administration and third sector.

<p>Course Contents</p>	<ul style="list-style-type: none"> • Extending the scope of marketing: From for profit marketing to non-profit and social marketing. • Marketing in the public sector • Application of marketing to the third sector • Social marketing and its agents: Govt. organizations, companies and non-profit organizations • Case studies in public, non-profit and social marketing
<p>Who can attend?</p>	<ul style="list-style-type: none"> • MBA Students • Research Scholars and Faculty Members • Practitioners from industry/government organizations
<p>Fee</p>	<ul style="list-style-type: none"> • IIT Delhi students and faculty (Free) • Ph.D. or Post-Doctoral Fellows from other academic institutes : Rs. 5,000/- • Faculty from Academic Institutes: Rs. 10,000/- • Professionals from Industry / Research Organizations: Rs. 15,000/- • Participants from abroad: USD 500

Teaching Faculty



Prof. Helena M. Alves

Prof. Alves is based at the Centre for Research in Business Sciences, University of Beira Interior Portugal. Her areas of interest include Public Marketing, Services Marketing, Education Marketing and Relationship marketing.

Course Coordinator:



Prof. Mahim Sagar

Prof. Sagar is faculty at IIT Delhi. He is working on topics like Consumer Based & Community driven Marketing/ Branding of Public & Private goods/ services.

Register at <http://www.gian.iitkgp.ac.in> by **14th August 2018**

Selected candidates will be informed by **21st August 2018**

Fees will be accepted through e-transfer to IITD CEP ACCOUNTS. The above fee includes all instructional materials, computer and internet usage, tea and lunch for the participants. Limited number of accommodation may be available on payment basis. Accommodation requests should be sent to: nfpm.iitd@gmail.com with subject "Accommodation Request" well in advance.