

# Cause Marketing

## Course Overview

Cause marketing, using charitable activities as a form of marketing, has evolved into a long-term discipline for both non-profit organizations and businesses. Students will:

- Discover this long-term and fast growing marketing strategy that blends the revenue generating and awareness raising goals of non-profits, corporations, and media alike
- Learn new ways to differentiate your organization while aligning community issues with consumers
- Discover new strategies for long-term growth & steps for establishing strategic partnerships
- Explore new ways to structure fundraising efforts
- Receive support building your Cause Marketing plan using best practices and current valuation of benefits based on San Diego and national markets
- Case studies include local, national and global campaigns from the City of San Diego, to American Express, and UNICEF



## Cause Marketing Course Details

- Offered two times per year in the Winter and Spring quarters
- 3 units in Fundraising & Development
- 9 class sessions
- \$375, includes supplemental materials (textbook not included)
- Elective credit towards Fundraising & Development certificate and Marketing certificate

## Summer Quarter

The Summer classes schedule will be posted to our website on April 24, 2009. The Summer quarter begins the week of in June 29<sup>th</sup>.

Visit the website for details:  
[extension.ucsd.edu/fundraising](http://extension.ucsd.edu/fundraising)

## Information

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