**Marketing 100S - Service Learning**

**Articles and Individual Reading Assignment**

Read the articles assigned by your instructor from the list below. Upon completion of the readings, answer the following questions in a minimum of 4 pages report.

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| Articles | Author(s) |
| Introduction to Nonprofit Marketing | Ty Hafan |
| Eight Characteristics of Nonprofit Organizations  | Mike Allison and Jude Kaye |
| The Effect of Demographic Variables Upon University Students’ Service Learning Experiences in Marketing | Susan D. Geringer, Alan C. Canton, Andreas W. Stratemeyer and William Rice |
| Nonprofit Marketing | Don Akchin |
| Service-Learning – Every Body Wins! | Alan Canton |

* 1. Discuss the similarities and differences between for-profit and not-for profit marketing.
	2. What is Service Learning and how does it differ from Volunteerism and Community Service?
	3. How might students benefit from a service-learning type of experience? How might this experience help achieve career goals?
	4. How may completion of a service-learning project afford the student more awareness of the cultural and/or ethnic diversity issues within a non-profit organization and the community?
	5. Identify and discuss three important ways non-profit organizations benefit a community. Provide examples for each.
	6. Reflecting on what you learned about cultures from the Global Marketing Chapter, identify two countries (other than the US) you believe have a strong culture of volunteerism. Explain why.