
Marketing 100S - Service Learning
Articles and Website Review Assignment

Read the articles on the service-learning website and visit a few sections of the Richter Center's Website. Upon completion of the readings and your review of the website, answer the questions below.

Articles to Read:

- *Introduction to Nonprofit Marketing* by Ty Hafan
- *Eight Characteristics of Nonprofit Organizations* by Mike Allison and Jude Kaye
- *Service-Learning – Every Body Wins!* by Alan Canton

Sections of the Website to Review:

Visit the Richter Center's website: <http://fresnostate.edu/academics/cesl/>

- Review the information on the home page
- Review the mission and history of the Center, found in the drop-down menu in the "About" tab or here: <https://academics.fresnostate.edu/cesl/about/index.html>
- Watch the video featuring the Director of the Jan and Bud Richter Center for Community Engagement and Service Learning <https://www.youtube.com/watch?v=3cVs3tHUgs0&t=3s>

Visit the Student Section of the website and review the information on the landing page.

<http://fresnostate.edu/academics/cesl/servicelearning/student-service-learning/index.html>

Then read the "Student's Guide to Successful Service Learning" linked here:

https://academics.fresnostate.edu/cesl/documents/students_guide_to_successful_service-learning_updated.pdf

Once you've read the articles and reviewed the website, answer the questions below.

Your paper should be 3 – 4 pages, using 1.5 spacing.

QUESTIONS

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.