

SOCIAL IMPACT MARKETING

6 WEEK COURSE FOR NONPROFIT LEADERS

This course is designed to coach nonprofit Marketers, Development Directors, Program Designers, Communications leaders, and even Executive Directors to create impactful marketing strategies that attract and captivate donors and stakeholders. The course has been growing in popularity at UT Dallas and SMU, and this special 6-week course has been tailored for nonprofit leaders in time for annual planning and Fall giving season.

DETAILS

Time: Wednesday 9 am - 12 pm

Dates: Sept 6 - Oct 11, 2023

Venue: SMU Collins Exec Ed Center

Cost: \$3,475 (includes textbook)*

*Note: This is the course price, but we do not want cost being a barrier for education and participation. If you can commit to the sessions and the coursework, email maddy@dallasheroesproject.org to discuss what your budget allows. All course fees will be donated to Dallas Heroes Project, a 501c3.

SOCIAL IMPACT MARKETING

THE ESSENTIAL GUIDE FOR
CHANGEMAKERS



WHAT YOU WILL LEARN

You Will Learn How To:

- Define measurable marketing goals that drive your mission
- Create unique value propositions that drive distinction for your org
- Design engaging and efficient campaigns that engage your audiences
- Develop public relations strategies that amplify the good and issues management strategies that mitigate and avoid PR crises
- Build cohesive, integrated marketing plans



Instructor: Maddy Kulkarni is an award-winning professor at SMU and UTD, a global marketing director at a Fortune 50 company, has served on a number of nonprofit boards, and runs her own nonprofit organization.

Secure your spot [here](https://dallasheroesproject.ck.page/products/social-impact-marketing-course-fall): <https://dallasheroesproject.ck.page/products/social-impact-marketing-course-fall>