



Nonprofit Marketing

John L. Fortenberry Jr.

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Nonprofit Marketing: Tools and Techniques presents a series of 35 essential marketing tools and demonstrates their application in the nonprofit sector, referencing myriad diverse entities, including zoological parks, planetariums, theater companies, medical clinics, workforce development centers, food banks, and more. Ideal for undergraduate and graduate courses in nonprofit marketing, promotion, fundraising, and related courses, the text covers a broad spectrum of topics, including product development and portfolio analysis, branding and identity management, target marketing, consumer behavior and product promotions, environmental analysis and competitive assessment, and marketing management, strategy, and planning. Each chapter focuses on a specific marketing tool and can be read as a stand-alone presentation of the topic. Instructor Resources: Instructor's Manual, PowerPoints, TestBank

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