



HARTFORD HERITAGE PROJECT

"Marketing to Non-Profits"

Nancy LaGuardia, Professor, Marketing/Management

Suggested Partners: One Play at Hartford Stage, or any HHP partner event

Principles of Marketing

I give students extra credit for attending plays at Hartford Stage, or for any other events sponsored by Hartford Heritage.

I incorporate the One Play into my section on "Marketing to Non-Profits" and use Hartford Stage as a case study. We review what a "non-profit" is, study the demographics of specific plays, and discuss ways to keep marketing costs down, including "free" advertising.

For example, for a Christmas Carol, the actors appear in costume at the West Farms Mall. On an exam, I'll ask them to come up with a play (usually based on a book, movie or TV show), and ask them questions related to our section on non-profits. I've given them the play, "*The Wizard of Oz* starring Professor LaGuardia as the Wicked Witch of the West!" That was fun to correct!

I always wait for students in the lobby, and we sit together, since some of them come by themselves. In the "old" days, we would meet at City Steam, but I haven't done that in a while. It's always fun to do things outside of class with students. We get to know each other on a more personal level, and they see me as a fun person, instead of a boring Professor...lol!