



CAE 200 - Association Membership and Services

CAE 200 - Association Membership and Services examines the need for, and the rationale behind the introduction and/or abandonment of particular products and services. It introduces the concepts of quality, pricing, evaluation and measurement of member satisfaction. A key component of this course details the steps necessary to develop and implement an association marketing plan. The course concludes with a discussion on the importance of an integrated approach to strategy and standards relative to membership services.

Competencies explored:

- Implementation
- Ethics
- Member Relations
- Conceptual Skills
- Marketing
- Working Together
- Change and Flexibility
- Quality and Pricing
- Products and Services
- Facilitation and Commitment
- Monitoring and Evaluation
- Understanding Members
- Governance and Decision-making
- Innovation and Creativity
- Recruitment and Retention
- Strategy, Standards and Satisfaction
- Knowledge Management
- Member Communications

Course learning objectives include

- developing a knowledge management program
- understanding what goes into the development and execution of an effective membership recruitment plan
- exploring cost-effective ways that can help association executives meet their member research needs given resource limitations

Course duration and delivery method

The course takes place over 12 weeks and is delivered online. We recommend that you spend 10 to 12 hours per week working on the course. Qualified students may also opt to demonstrate their experience and skill in the competencies explored in this course by submitting their portfolio for [Prior Learning Assessment Recognition \(PLAR\)](#) consideration.

Prerequisites

There are no prerequisites to enroll in CAE 200. However, a minimum of 2 years prior experience working or volunteering in not-for-profit organizations such as professional or trade associations, issue specific groups and charities is recommended. Managerial experience is also an asset.