IMC 354: Nonprofit Marketing Communications
School of Journalism and New Media
This course focuses on the communication vehicles and strategies used by nonprofit organizations to promote their missions and solicit contributions of money and time. It also examines the marketing techniques businesses use to support philanthropic causes.
3 Credits
Prerequisites
• IMC 104: Introduction to Integrated Marketing Comm
• IMC 205: Writing for Integrated Marketing Comm
• Junior Standing Required
Instruction Type(s)
• Lecture/Lab: Lecture/Lab for IMC 354

Subject Areas
• Journalism

Related Areas
• Broadcast Journalism
• Journalism, Other
• Photojournalism