IMC 354: Nonprofit Marketing Communications

MEEK SCHOOL OF JOURNALISM & 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 204: Introduction to Integrated Marketing Com
- 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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.