

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 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

- <u>Broadcast Journalism</u>
- Journalism, Other
- <u>Photojournalism</u>

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