

## **IMC 682: Nonprofit Marketing Communications**

### **School of Journalism and New Media**

This course explores the communication channels and strategies common to those operating and leading nonprofit organizations. Nonprofits often promote their missions and fundraise using online advocacy. Online advocacy is a survey of internet use and the tools it provides to promote an issue, business, or nonprofit. This advocacy is demonstrated through a number of different formats and strategies and commonly includes the use of dedicated social networking sites.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for IMC 682
- Lecture: Web-based Lecture for IMC 682

### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication](#)

### **Related Areas**

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

