

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

