

IMC 354: Nonprofit Marketing Communications

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](#) \$target.descriptions.MinimumGrade\$
- [IMC 205: Writing for Integrated Marketing Comm](#) \$target.descriptions.MinimumGrade\$
- Junior Standing Required

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 354

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

