

COMM-349EX : Non-Profit Communication

This class examines the history and organizational structure of nonprofit and non-governmental organizations and their operations such as fund raising; social cause communication including advocacy; and leadership communication that strengthens the organization's mission. Through the lenses of evaluating effectiveness and adhering to ethical considerations, students will consider the values of donors and volunteers and an organization's communication materials (websites, social media postings, etc.). Trips to regional nonprofits, as well as guest speakers, will give students first-hand knowledge about nonprofits to then identify a potential unmet societal need and launch their own hypothetical nonprofit.

FILA general education: Ethical Reasoning and Experiential Learning.

Credits 3

Prerequisites

[FILA-150](#) or [FILA-350EW](#); [ENG-110](#)

Term Offered

May Term

Session Cycle

M