

MARKETING (MKT) CPSO

Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

MKT 805 - Marketing for Nonprofits

Credits: 3

The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, applying social media as appropriate.

Equivalent(s): MKTG 805G

Grade Mode: Letter Grading