

NONPROFIT AND ADVOCACY COMMUNICATION CERTIFICATE

Certificate Overview

The Nonprofit and Advocacy Communication Certificate is designed for students who want to make a difference in communities around the world. Students take foundation courses in public affairs and advocacy, fundraising and development, and strategic communication. They customize their learning by selecting from a menu of hands-on elective courses on topics like multicultural communication, event planning and crisis communication.

Certificate Requirements

- Maintain a cumulative and JMC GPA of 2.25
- If pursuing more than one SJMC certificate, students must take all eight prescribed electives (the three electives listed here and the five other unique electives listed on the other certificate's requirements page).

Code	Title	Hours
JMC 080	FOUNDATIONS OF STRATEGIC COMM	3
JMC 138	PUBLIC AFFAIRS AND ADVOCACY	3
JMC 155	MEDIA RELATIONS	3
JMC 157	EFFECTIVE FUNDRAISING & DVPMT	3
JMC 175	BLDG A DIV & EQUIT FUTURE PR	1
Select two of the following:		2
JMC 162	EVENT PLANNING AND MANAGEMENT	
JMC 164	CRISIS COMM & ISSUES MGMT	
JMC 174	INTERNAL COMMUNICATIONS MGMT	
Total Hours		15