

# NONPROFIT AND ADVOCACY COMMUNICATION CERTIFICATE

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## 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

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	
<b>Total Hours</b>		<b>15</b>