COMMUNICATION FOR NONPROFITS

What’s interesting about Communication for Nonprofits:
Consider this cluster if you want to work in the vibrant and growing “Third Sector” of organizations in the arts, youth or community service, religion, advocacy, health care, education, or international development. All nonprofits need to communicate with the people and communities they serve and to make their case to potential supporters/donors. Working in this area allows you to follow your passion – whether that’s arts and culture, serving others, or advocating for a cause.

Here are some of the careers that people interested in nonprofits might pursue:
Although additional post-graduate coursework or training will be required for some careers, your undergraduate work will give you a good groundwork on which to build.

Strategic Communication careers:
- Communication/public relations
- Special events
- Fundraising/development
- Media relations

Journalism careers:
- Community reporting
- Reporting and editing trade/professional publications for nonprofit field

Useful resources:
- http://www.studyfundraising.info/
- http://www.idealist.org/

Here are some SJMC courses that are particularly useful to people planning a career in Communication for Nonprofit Organizations. These are only suggestions, and other courses also may be valuable. You and your advisor will construct an individual plan of coursework.

- JMC:2200 (019:096) Communication and Public Relations (pre req to other public relations courses)

Writing courses:
- JMC:3412 (019:124) Strategic Communication Writing
- JMC:3410 (019:122) Magazine Reporting and Writing
- JMC:3415 (019:128) Writing Across Cultures
- JMC:4430 (019:175) Advanced Public Relations Writing

Workshop courses:
- JMC:3615 (019:135) Strategic Communication Campaigns
- JMC:3610 (019:131) Graphic Design
- JMC:3600 (019:130) Topics in Media Production: Web Basics
- JMC:3525 (019:132) Photo Storytelling: Making Powerful Images
- JMC:3605 (019:136) Editing the News
Conceptual courses:

- JMC:3100 (019:157) Fundraising and Philanthropy Communication
- JMC:4825 (019:160) Media and Health
- JMC:3832 (019:169) Introductory Topics Mass Communication: Globalization

**SJMC students are encouraged to have a second major.** SJMC students interested in nonprofit organizations find many different second majors valuable: you should use the second area to learn more about an area related to the type of nonprofit that interests you most – whether it’s in the arts or politics or social work or history. For example, if you are interested in youth or community service you might consider Social Work or Sociology or Spanish. If you’d like to work for an arts organization, think about Art History, Dance, or English. If you want to advocate for a cause, consider Political Science or History or Environmental Science. Or, explore the world in International Studies. Consider adding a second – or a third – language.

SJMC majors who do not have a second major must identify a **secondary area of concentration**. This means you will put together 24 s.h. of coursework related to a unified theme or focus area; at least 15 s.h. must be from upper-division courses. The College of Liberal Arts and Sciences and University College offer **certificate programs** in specialized areas. You must take 24 s.h. (15 s.h. upper-division) to meet SJMC secondary area requirements, so if the certificate requires fewer hours, you will need to supplement them with additional coursework.

- Fundraising and Philanthropy Communication/School of Journalism and Mass Communication
  (You can double count 6 hours for certificate and major requirements)

Other certificates that might be a good fit with your interest in nonprofit organizations
- Aging Studies/School of Social Work
- Global Health Studies/International Programs
- Museum Studies/Department of Anthropology
- Performing Arts Entrepreneurship/Division of Performing Arts

Courses may not be offered every semester; use the drop-down semester menu on ISIS to identify frequency. Also, please note that some courses carry pre-requisites. You are responsible for consulting ISIS, the general catalog and/or the department website for those details and other relevant information, such as course accessibility to non-majors.