

NONPROFIT MARKETING, CERTIFICATE OF COMPLETION

Requirements

The Nonprofit Marketing Certificate enables students to acquire skills in marketing to become effective communicators for nonprofit organizations. Participants will learn the promotional techniques and tools necessary to raise awareness and interest in social causes.

There are no prerequisite requirements for this program, and courses are open to all students.

Code	Title	Units
PROW NC100	Introduction to Nonprofits	0
PROW NC104	Marketing for Social Change	0
MKTW NC005	B2B and B2C Marketing	0

Learning Outcomes

1. Compare and contrast nonprofit and for-profit organizations.
2. Analyze and evaluate the effectiveness of a nonprofit marketing plan.
3. Apply promotional strategies to raise awareness of social causes.