

# COMMUNICATION, MA/NON-PROFIT MANAGEMENT, CERTIFICATE

## Master of Arts in Communication/ Certificate in Non-Profit Management (<https://advanced.jhu.edu/academics/graduate/ma-communication/ma-in-communication-and-certificate-in-nonprofit-management/>)

The Master of Arts in Communication and Certificate in Non-Profit Management combined credential allows students to sharpen their skills and knowledge in the social science of communication and apply them to mission-driven non-profit organizations. Graduates of the combined program will be well prepared to lead their non-profit organizations in designing and implementing communication campaigns that promote reforms in public policy, mobilize constituencies to lobby their elected officials, advance the organization's goals through public and media relations, or change behaviors in ways that improve the health, well-being, and public safety of all. Students who pursue careers in the corporate or public sectors, and who interact with non-profit or nongovernmental organizations or serve on non-profit boards of directors, benefit from a broader understanding of the impact of non-profits in the U.S., as well as the common challenges associated with managing them.

To enroll in both programs, students must apply and be accepted into both programs. Students who complete the requirements in both programs will receive two documents—a communication diploma and a non-profit certificate. Students may complete one program before continuing with the second program or may be in both programs concurrently. Pending graduates must complete the graduation application for each school. Students who finish the combined program participate in a single commencement ceremony.

**Please note that this entry is for currently enrolled students only.** The Certificate in Non-profit Management program is not currently accepting new students.

## Admissions Criteria for All Advanced Academic Programs (<https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/Admission/#admissionrequirementstext>)

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## Program Requirements

The MA in Communication/Certificate in Non-Profit Management combined credential program enables students to reduce their course load. If students were to complete the two programs separately, they would complete a total of 16 courses. Students in the combined program

take a total of 14 courses. Students must complete all 14 courses before they are eligible to apply for graduation.

Students in the combined credential program must complete:

- Two Communication program required core courses
- Three Communication program customizable core courses
- Five Communication program electives
- Four courses from the Certificate in Non-Profit Management program

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## Communication Program Curriculum

Students must take the following courses from the MA in Communication program:

Code	Title	Credits
<b>Core Courses - Required:</b>		<b>6</b>
AS.480.600	Research & Writing Methods	
AS.480.602	Changing Behavior through Communication	
<b>Core Courses - Customizable</b>		
<i>Select two of the following:</i>		<b>6</b>
AS.480.601	Foundations of Digital Media	
AS.480.604	Theory of Mass Communication Practices	
AS.480.606	Persuasion	
AS.480.804	Practicum	
<i>Select at least one of the following:</i>		<b>3</b>
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	
AS.480.653	Communicating for Social Change	
AS.480.654	Strategic Communication Program Management	
AS.480.675	Public Policy Management & Advocacy	
<b>Select five electives</b>		<b>15</b>
<b>Total Credits</b>		<b>30</b>

## Certificate in Non-Profit Management Curriculum

Students must complete four courses under the Non-Profit Management program.

Code	Title	Credits
<i>Select four of the following:</i>		<b>12</b>
AS.470.625	Resource Development and Marketing in Nonprofits	
AS.470.666	Institutional Fundraising: Raising Maximum Dollars from Government Agencies, Corporations and Foundations	
AS.470.682	Mission Meets Profit: Building a Social Enterprise	
AS.470.728	Fundamentals of Nonprofits and Nonprofit Management	
AS.470.774	Nonprofit Governance & Executive Leadership	
AS.470.789	International/Non-Governmental Organizations and Civil Society in Conflict Zones	
AS.470.798	Financial Management and Analysis in Nonprofits	
<b>Total Credits</b>		<b>12</b>

