PA6391 - Nonprofit Marketing and Communication

PA 6391 Nonprofit Marketing and Communication (3 semester credit hours) This course will survey the current and emerging communication tools and technologies employed by nonprofit and public sector managers. Emphasis is placed on the use and understanding of digital marketing campaigns and the web-based analytic tools for evaluating the effectiveness of digital marketing campaigns such as return on investment and incremental cost. (3-0) T (2016-02-05 23:43:41)