

PA4352 - Emerging Communication Strategies in Public Service Organizations

[PA 4352](#) Emerging Communication Strategies in Public Service Organizations (3 semester credit hours) This course reviews current and emerging communication tools and technologies employed by nonprofit and public sector managers. The course is both theoretical and practical, offering a review of the public and nonprofit sectors, while building on effective social media strategies employed in nonprofit and public-sector program implementation, donor relations, stakeholder communication, issue-advocacy, and information dissemination. Regulatory, ethical, and privacy constraints are also explored as students develop an overall appreciation of the potential costs and benefits of social media as management and marketing tools. This course may be offered in a hybrid environment with on-site and online learning. (3-0) R