MPA 430 Economics of the Nonprofit Sector (55259)  
Registration Deadline May 19, 2015  
This course will examine both the role that nonprofits play in the U.S. economy and how charitable organizations are managed and financed, including the interplay between the government and the Nonprofit Sector. Particular attention will be paid to distinctions between successful (impactful) nonprofits and those that are less effective in pursuing societal needs. New forms of philanthropic organizations will be examined, including benefit corporations and social marketing enterprises. In addition, new ethical practices, including impact investing, will be surveyed. Case studies will be utilized to illuminate the economic circumstances that can impact Individual nonprofits.  
June 1 – June 25  
MWR 6:30 – 9:30  
Dr. LeClair

CO 532 Nonprofit Media (55157)  
Registration Deadline May 19, 2015  
This course focuses on public relations, advertising and marketing strategies for nonprofit and public service organizations. The course begins with a broad overview of media industries and the changing landscape of media technologies and then considers how nonprofit and other public service organizations can best leverage resources to effectively communicate with intended audiences. Both theoretical and practical, this course provides graduate students with historical understandings of how media industries are organized and how not for profit organizations interface with profit-driven media businesses. Special attention is paid to how social media platforms and other digital technologies impact communication strategies.  

Media: The Business of NonProfits introduces graduate students in Communication and related disciplines to the study of how nonprofits and public service organizations both impact and are impacted by media. Central to communicating an organization’s mission and aims, interacting with advocates, and fundraising, mass media, and in particular newer social media channels, have presented both opportunities and challenges to nonprofit organizations. Applying both theoretical and applied lenses, this course looks at best practices, case studies, theories, and social scientific academic research that impacts the business of nonprofit organizations. This course focuses on the major theoretical trajectories that have shaped the field, empirical research that has emerged as canonical, and contemporary critical case studies that inform the practice of public service communication. This course pays particular attention to the tension between for-profit media institutions and nonprofit missions that are often diametrically opposed. Three credits.  
June 2 – July 7  
Hybrid course  
In Class Tuesdays 6:30 -9:00 p.m. (6/2, 6/9, 6/16, & 6/23)  
Online (6/2 – 7/7/15)  
Dr. Gudelunas
CO 430 Written Communication (55156)
Registration Deadline June 18, 2015
Explores how written communication by its very nature is drastically different from verbal and other nonverbal forms of communication. Considers the effect a printable form of communication has on the message, the sender and receiver, and the potential legal issues associated with written communication. This course focuses on the impact of written messages for intrapersonal, interpersonal, small group, organizational, intercultural, and mass media communication. Examines the historical transformation in content, style, and perception from letters, memos and notes to the evolving electronic formats for written communication including: e-mails, blogs, chat rooms, e-networking/e-cultures, wikis, etc. Three credits.
July 2 – August 6, 2015
Hybrid course
In class Thursdays 6:30 – 9:00 p.m. (7/9, 7/16, 7/23 & 7/30)
Online (7/2 – 8/6/15)
Dr. Pagano

MPA 420 Leadership (55258)
Registration Deadline August 3, 2015
This course focuses intensively on the art and science of leadership in organizations by examining the critical links between leader skills, strategy, and organizational change utilizing a human resources approach. The course strives to assist students from every concentration - including finance, marketing, information systems, accounting, and international business - to become leaders who can motivate and mobilize their people to focus on strategic goals. The material covered in this course will include traditional, contemporary, and strategic theories of leadership. Students will assess their leadership skills, and engage in a series of assignments designed to improve and establish confidence in their own abilities to lead. (Prerequisite: MG 400 or equivalent).
August 17 – 29
MTWR 6:00 – 8:30
S 8:30 - 4:30
Dr. Mainiero