

# COMMUNICATION, MA/ NONPROFIT MANAGEMENT, CERTIFICATE

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

The university allows students to simultaneously pursue a Master of Arts in Communication and Certificate in Nonprofit Management in the Krieger School of Arts and Sciences. To enroll in both programs, students must apply and be accepted into both programs. Students who successfully complete the requirements in both programs will receive two separate documents—a communication diploma and a nonprofit certificate. Students may complete one program first before continuing with the second program or 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.

Professionals with sharpened skills in the social science of communication will be able to apply those skills to mission-driven nonprofit organizations. Graduates of the combined program will be well prepared to lead their nonprofit employers in designing and implementing communication campaigns that promote reforms in public policy, mobilize constituencies to lobby their elected officials, advance their goals through public and media relations, or change behaviors in ways that improve the health, well-being, and public safety of all. Even if students pursue careers in the corporate or public sectors, they are highly likely to interact with nonprofit or nongovernmental organizations or serve on nonprofit boards of directors. These roles require a broader understanding of the impact of nonprofits in the U.S., as well as the common challenges associated with managing them.

## Admissions Criteria for all Advanced Academic Programs (<https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/enrollment-services/admission/>)

### Program-Specific Requirements

Individuals who wish to apply for the combined MA in Communication/Certificate in Nonprofit Management program must apply through Advanced Academic Programs. They can apply to both programs concurrently, or they can start with one program and then apply for the combined program by submitting an application to the second program through the AAP Admissions Office. The MA in Communication program will consider applicants for the MA in Communication portion, while the Certificate in Nonprofit Management program will consider applicants for the Certificate in Nonprofit Management portion. An individual can be accepted by one rather than both programs; in this case, that person can decide whether to enroll in the single program.

- Statement of Purpose: Explain why you are interested in entering the MA in Communication and Certificate in Nonprofit Management

combined program, and how it will help your career or other goals. Double-space your essay and limit it to 500 words or fewer (place the word count at the end of the document).

- Writing Sample: Applicants to the MA in Communication program must submit a writing sample. Please go to the online application to download instructions for your writing sample.

## Program Requirements

### Communication Program Curriculum

The combined MA in Communication/Certificate in Nonprofit Management 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. Please note that students must complete all 14 courses before they are eligible to apply for graduation. Students must take the following courses from the MA in Communication program:

Code	Title	Credits
<b>Core Courses - Required:</b>		
AS.480.600	Research & Writing Methods	3
AS.480.602	Changing Behavior through Communication	3
<b>Core Courses - Customizable</b>		
<i>Select two of the following:</i>		6
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>		3
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 Nonprofit Management Curriculum

Students must complete four courses under the Nonprofit Management program.

Code	Title	Credits
<i>Select four of the following:</i>		12
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>

