

# Philanthropy (PCOM)

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## COURSES

### **PCOM 2301. INTRODUCTION TO NONPROFITS AND PHILANTHROPY. 3 Hours.**

An overview of working in the nonprofit sector and exploring the issues and values surrounding philanthropy and not-for-profit organizations. Topics include history of philanthropy, theories of the nonprofit sector, law and governance, programming, mission, volunteer recruiting, and fundraising.

### **PCOM 3301. FUNDRAISING AND DEVELOPMENT. 3 Hours.**

Examination of the fundraising practices and development role in nonprofits including the role of government support, earned revenue, private giving, and legal and ethical contexts of fundraising. Topics include the major areas of philanthropy in addition to the fundraising tools such as grant proposals, special events, planned giving, capital campaigns, and new technologies. Prerequisite: PCOM 2301.

### **PCOM 3309. ORGANIZATIONAL COMMUNICATION. 3 Hours.**

Communication functions within formally structured social systems such as business, government, and education. Emphasis on conceptual schemes for conducting analysis of training programs in organizational communication. Credit will not be given for both COMS 3309 and PCOM 3309. Prerequisite: COMS 2304 with a grade of C or better (2.0/4.0), COMS 1301, and 3 hours of Math.

### **PCOM 3310. NONPROFIT PROGRAM DESIGN AND GRANT WRITING. 3 Hours.**

Study of nonprofit program design and grant writing. Students will learn and work with nonprofit organizations to practice designing an effective nonprofit program with measurable outcomes, researching funding opportunities, crafting compelling grant proposals including realistic budgets and clear needs statements, and reporting program impact to funders. Prerequisite: PCOM 2301 or permission of the department.

### **PCOM 3320. STRATEGIC SOCIAL MEDIA COMMUNICATION. 3 Hours.**

Developing strategy and content for social media, engaging in audience analysis, understanding the unique attributes of various platforms, and communicating ethically and effectively across those platforms. Credit will not be given for both PCOM 3320 and PREL 3320.

### **PCOM 4301. NONPROFIT MANAGEMENT. 3 Hours.**

Leadership of nonprofits including staff, volunteers, marketing, advocacy, and board development. Topics include the creation of compelling programs and the use of storytelling to appeal to target audiences. Operational and financial aspects of nonprofit management, mission and governance of organizations, and strategic planning for effective management are also covered. Prerequisite: COMM 3315, PCOM 2301, PCOM 3301.

### **PCOM 4315. PROFESSIONAL PRESENTATIONS. 3 Hours.**

The role of internal and external informative and persuasive presentations in organizations. Extensive readings and practice with an emphasis on research, development, organization, and critical evaluation of oral and visual presentations. Credit will not be given for both COMS 4315 and PCOM 4315. Prerequisite: 60 hours complete and a C or better in one of the following courses: COMS 1301, COMS 2302, COMS 2304, or COMS 2305.

### **PCOM 4320. MANAGERIAL COMMUNICATION. 3 Hours.**

Analysis of the role of the business manager; readings in research and theory with emphasis on problem-solving and motivation. Credit will not be given for both COMS 4320 and PCOM 4320. Prerequisite: COMM 3315 and COMS 3309 with a grade of C or better (2.0/4.0), or permission of the department.

### **PCOM 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes. Prerequisite: 60 or more hours earned and permission of the department.

### **PCOM 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in philanthropy. Topic varies from semester to semester. May be repeated when topic changes for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission.

### **PCOM 4395. DIRECTED INTERNSHIP IN NONPROFITS AND PHILANTHROPY. 3 Hours.**

Application of practices and theories within a professional philanthropic context. Students work with a host organization in their area of interest applying knowledge to practical situations. Individual conference to be arranged. Graded Pass/Fail. Prerequisite: COMM 3315, PCOM 2301, and PCOM 3301.