NON-PROFITS AND COMMUNICATIONS: UNDERSTANDING WHY PUBLIC IMAGE AND OPERATIONAL IMPACT GO HAND IN HAND

Master in Solidarity and Sustainable Transition
Faculty of Social Sciences, Economics and Law

Course information

Master year 2	12 HOURS
Fall Semester	2 ECTS

Lectures (CM)
Professor: Rucha NAWARE, MA in International Relations, Sciences Po Paris
Course Code: FASSED_SOL_AHSI_M2_S3_NGOCOMMU

Course Description

Communications is often seen as a good to have, rather than a 'business' imperative for Non-Profits. This course aims to underline the importance of communications to achieve concrete operational results and impact, especially as an organization dependent on public goodwill and trust, in today's increasingly influential and fragmented media landscape. Looking at the evolution of non-profits and communications over the years, the course will aim to help students understand how effective communication strategies (or lack thereof) can impact a non-profit's operational, fundraising and advocacy efforts. At a time when the challenges and crises facing people and the planet are too numerous to count, the in-class discussions, presentations and case studies will aim to demonstrate to students how communications can help non-profits achieve momentum and impact.

Learning Objectives

Prepare students for the professional world with a basic understanding of communications, how it fits into the work of a non-profit as a function and as an expertise and equip them with the essentials of internal and external communications, including risk preparedness and crisis management.

Course Prerequisites

Enrolment in ICP Masters Programme of Solidarity and Sustainable Transition, Year 2

Methods of Instruction

In person, lecture, practical exercises, group assignments and external speaker presentations.

Assessment and Final Grade

80% based on final assignment, 20% on attendance and class participation.

Course Requirements

Attendance and participation in class reading and exercises, final assignment.