Non Profits and Communication (Master Year 2 / Fall)

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

Introduction

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.

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.

Admission

Prerequisite

Prerequisites training

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

Program

Methods of Instruction

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

Duration

1 semester

Teaching languages

- English

Conditions of submission

If you need more information about this course, kindly send an email to: incomingdri@icp.fr

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.