



Non-Profit Studies Minor

Code	Title	Credits
Required Courses		
COMM 314	Public Relations	3
COMM 444	Event Planning	3
MGMT 302	Principles of Management	3
MRKT 301	Principles of Marketing	3
Directed Electives		
Select 12 credits from one concentration:		12
Business and Management Concentration		
BUSI 480	Strategic Planning	
FIN 375	Managerial Finance	
MGMT 269	Business Ethics	
MGMT 340	Human Resource Management	
MGMT 372	Foundations of Leadership	
MRKT 370	Advertising and Promotions	
Communication Concentration		
COMM 212	Interpersonal Communication	
COMM 216	Intercultural Communication	
COMM 312	Gender Communication	
COMM 360	Group Dynamics	
or COMM 660	Group Communication, Team Building, and Leadership	
COMM 414	Social Media Management	
COMM 483	Organizational Communication	
Health and Wellness Concentration		
HPER 300	Drug Education and Information	
HPER 315	Communicable and Non-Communicable Diseases	
HPER 400	Current Issues in Community Health	
PSYC 350	Social Psychology	
PSYC 480	Health Psychology	
SOC 251	Introduction to Gerontology	
SOC 354	Health, Illness, and Disability	
SOC 441	Death and Dying	
Total Credits		24