

MKTG 3978 : Marketing for Human Services Organizations

This course is designed to introduce students to the use of the marketing techniques used by human services organizations to create unique brands and reach organizational stakeholders. This course addresses important marketing and outreach issues for all human services organizations. In addition, it focuses on best practices in development and marketing for nonprofits. 1.5 credits. Co/prerequisite [MGMT 3977](#).

Credits 1.5

Course ID

008207

Requisites

Co/Prerequisite for MKTG 3977: [MGMT 3977](#)