



IN THE BUSINESS OF NONPROFITS

Certificate in Marketing & Communications

With the increasing role of marketing & communications in nonprofits, the Certificate in Marketing & Communications is aimed at staffs responsible for marketing, communications, public relations, and development, as well as executive directors and board members who recognize that they are their organization's chief marketers.

It provides a comprehensive overview of the marketing and communications processes needed to develop and implement an effective plan that promotes your organization and its mission. Incorporating plans and strategies, the "4 Ps," research, analysis, media relations, websites, branding, and messaging in support of fundraising, you will study both traditional approaches and cutting edge new media.

The Certificate in Marketing & Communications is worth 54 Continuing Education Units from The Nonprofit Center at La Salle University's School of Business, 5.4 CFRE Points and requires seven full day and two 1/2 day classes, the Social Media Suite of four 90-minute webinars, listed below:

Course Name	Course Date(s)/Location(s)				Time	Instructor	Non-Member Rate	Member Rate
<i>Building a Successful Marketing Program</i>	10/15/2015	International House	2/23/2016 (Snow date 3/1/16)	The Historical Society of Pennsylvania	9am to 4pm	Sherry Hicks	\$159	\$129
<i>Effective Communications to Build Relationships, Engagement & Understanding</i>	11/18/2015	Duane Morris	3/30/2016	International House	9am to 4pm	Lynne Texter	\$159	\$129
<i>Developing a Communications Plan</i>	12/4/2015 (Snow date 12/11/15)	Schnader Harrison Segal & Lewis			9am to 4pm	Michael Smith	\$159	\$129
<i>Nonprofit Branding on a Shoestring</i>	1/20/2016 (Snow date 1/29/16)	Children's Literacy Initiative			9:30am to 12:30pm	Mark Eyerly	\$75	\$69
<i>Best Practices in Social Media: Suite</i> (Facebook; Twitter; LinkedIn; Blogs)	FB, 2/2/16; LI, 2/16/16; T, 3/1/16; Bl, 3/15/16	All webinars			12:00pm to 1:30pm	Mark Lashley	\$100	\$80
<i>The Essentials of Media Relations in a Digital World</i>	3/4/2016 (Snow date 4/1/16)	Beneficial Bank			9am to 4pm	Michael Smith	\$159	\$129
<i>The Art of Persuasive Nonprofit Story-Telling</i>	4/8/2016	Beneficial Bank			9am to 4pm	Mark Eyerly	\$159	\$129
<i>Designing & Implementing an Effective Direct Mail Program</i>	4/15/2016	Schnader Harrison Segal & Lewis			9am to 4pm	Tina Barber	\$159	\$129
<i>Telling your Nonprofit's Story via Video</i>	5/12/2016	Duane Morris			9:30am to 12:30pm	Michael Schweisheimer	\$45	\$36
<i>Maximizing the Impact of your Website on Marketing and Fundraising</i>	5/18/2016	La Salle University – Mont. County Campus			9am to 4pm	Rick Simmons	\$159	\$129

For more information about locations, instructors' bios, course descriptions, and other information, please visit our website at <http://www.lasallenonprofitcenter.org/what-we-do/classes/> or contact us at 215-951-1701.