



DIVISION OF CULTURAL & COMMUNICATION STUDIES

COMMUNICATION & LEADERSHIP FOR NONPROFIT ORGANIZATIONS

— FOUR-YEAR PLAN —

ABOUT

From year one you will be involved with a nonprofit organization in the city. Inside and outside of the classroom you will begin to understand how nonprofit organizations work and what is needed to sustain them. This degree is designed to provide you with skills useful to a small or large nonprofit organization. You will know how to design, create press releases, write for grants, fundraise, balance budgets — everything needed to start a career at any level when making service a way of life.

DEGREE PLAN

***The courses listed are for this specific program and are in addition to the general education courses required for all students. See the reverse side or go to snu.edu/gen-ed for more information on those courses.*

YEAR 1

Intro to Communication & Leadership
for Nonprofit Organizations
Service Learning Practicum
Writing for Mass Media
Principles of Accounting I
Service Learning Practicum

YEAR 2

Design I
Design Tech
Service Learning Practicum
Spanish I
Organizational Change & Systems Analysis
Spanish II

YEAR 3

Communication in Conflict Management
Leadership Theory & Practice
Integrated Marketing Communication
for Nonprofits
Grant Writing for Nonprofits
Intercultural Communication
Social Media Content

YEAR 4

Nonprofit Leadership
Fundraising for Nonprofits
Leading Diverse & Inclusive Organizations
Internship
6 hours of electives





GENERAL EDUCATION

General Education forms the foundation of every student's academic journey at SNU. As a Christian liberal arts university, we are committed to equipping students with the knowledge, values, and skills essential for their development as both thoughtful Christians and engaged community leaders. Our General Education curriculum is intentionally designed to be both comprehensive and flexible—allowing students to pursue their individual interests while ensuring they graduate prepared for lifelong learning, service, and growth.

The General Education program consists of approximately 51 credit hours that introduce and develop important skills such as the:

- Importance of thinking critically and solving problems
- Ability to communicate effectively
- Appreciation of human creativity
- Importance of science and technology in the 21st century
- Power of social responsibility in our community
- Awareness of global diversity
- Role of our Christian faith in daily life

Students take at least one foundational course and one upper-level windows course in each of these areas.

Central to SNU's mission is the engagement of students in transformational learning experiences designed to explore what it means to seek truth together with a Christ-centered community of scholars.

YEAR 1

- Composition I & Composition II
- Introduction to Speech
- A foundation course in Social Responsibility
- A foundation course in Science & Technology
- Christian Faith & Life

YEAR 2

- Modern World
- Aesthetics
- A foundation course in Critical Thinking & Problem Solving
- Old Testament or New Testament Literature & Life

YEAR 3

- A windows course in Social Responsibility
- A windows course in Effective Communication
- A windows course in Science & Technology
- A windows course in Critical Thinking & Problem Solving

YEAR 4

- A windows course in Global Perspectives
- A windows course in Artistic Expression
- Foundations of Christian Belief