

NONPROFIT MANAGEMENT (M.N.M.) - SOCIAL MEDIA

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Core Courses		
BMAL 602	Non-profit Management	3
BMAL 620	Nonprofit Leadership and Board Governance	3
BMAL 621	Fundraising and Development Strategies for Nonprofit Organizations	3
BMAL 622	International NGOs	3
BMAL 630	Accounting for Nonprofits	3
BMAL 690	Capstone: Strategic Planning and Ethics in Nonprofit Organizations	3
WRIT 601	Grant Writing	3
Total Hours		21

Code	Title	Hours
Social Media Cognate		
STCO 534	Strategic Media Analysis	3
STCO 546	Effective Media Analysis	3
STCO 648	Setting Social & Interactive Goals	3
Total Hours		9

All applicable prerequisites must be met

Graduation Requirements

- Complete 30 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format

Course Sequence

Course	Title	Hours
First Semester		
BMAL 602	Non-profit Management	3
BMAL 630	Accounting for Nonprofits	3
WRIT 601	Grant Writing	3
Hours		9

Course	Title	Hours
Second Semester		
BMAL 620	Nonprofit Leadership and Board Governance	3
BMAL 621	Fundraising and Development Strategies for Nonprofit Organizations	3
STCO 534	Strategic Media Analysis	3
Hours		9
Third Semester		
BMAL 622	International NGOs	3
STCO 546	Effective Media Analysis	3
Hours		6
Fourth Semester		
BMAL 690	Capstone: Strategic Planning and Ethics in Nonprofit Organizations	3
STCO 648	Setting Social & Interactive Goals	3
Hours		6
Total Hours		30