UNC MPP

Track A—Policy Design & Innovation/Certificate in Innovation for Public Good (9 credits)

Foundational Core Course (3)
HBEH/PLCY 748: Design Thinking for the Public Good (Fall/Spring)

Innovation Methods, Tools and Best Practices (3)
PLCY 790: Methods and Tools for Social Entrepreneurship
EDUC 818/EDUC 819: Intervention Research Social Entrepreneurship
HPM 890.013: Systems Thinking & Collective Impact

Social Innovation in Practice (3)
PLCY 435: Designing for Impact: Social Enterprise Lab
EDUC 761: Special Topics Design of Emerging Technologies for Education
MBA 803C: Corporate Communication: Social Advocacy & Activism
MBA 824: Management of Workplace Diversity
MEJO 671: Social Marketing Campaigns
NURS 625: Global and Interprofessional Approaches to Solve Complex Cases
PUBA 756: Nonprofit Management
PUBA 757/SOWO 885: Financial Management for Nonprofits
PUBA 758: Navigating Nonprofit-Local Government Relationships in Organizations
PUBH 718: Designing Public Health Systems
SOWO 793: Asset Development Policy and Practice
SOWO 881: Development Theory and Practice
Track B—Policy Design & Impact/Impact Evaluation (9 credits)

Option 1
MHCH 862: Program Impact Evaluation (3)
PLCY 882 Advanced Panel Data Methodology (3)
Methods/Analytics elective (3)

OR

Option 2
PLCY 745 Mixed-Methods and Program Evaluation (3)
Methods elective (3) (i.e., SOCI 720: Participant Observation & In-Depth Interviewing; EDUC 883: Case Study Methods)
Methods/Analytics elective (3) (i.e., MPA, MPH, MBA, MCRP)

Communications (strategic or visual) (3)
MEJO 701: Strategic Communication Research Methods
MEJO 732: Public Relations and Strategic Writing
MEJO 479: Market Intelligence
MEJO 730: Public Relations Foundations
MEJO 830: Public Relations Theory & Research
MEJO 634: Public Relations Campaigns
MEJO 670: Digital Advertising and Marketing
MEJO 671: Social Marketing Campaigns
MEJO 673: Advertising Campaigns
MEJO 581: User Experience Design and Usability
MEJO 753: Reporting and Writing News
MEJO 790: Research Literacy for Practitioners
**Consulting/management course** (i.e., MPA, MPH, MBA, MCRP) (3)

(i.e., [https://www.kenan-flagler.unc.edu/programs/mba/full-time-mba/academics/concentrations-electives/consulting/](https://www.kenan-flagler.unc.edu/programs/mba/full-time-mba/academics/concentrations-electives/consulting/))

(i.e., [https://mpa.unc.edu/course-list](https://mpa.unc.edu/course-list))


(i.e., [https://planning.unc.edu/academics/masters/](https://planning.unc.edu/academics/masters/))

**Elective/field courses (6 credits)** (400+; 700+) (i.e., MPA, MPH, MBA, MCRP, JD)

Education and Labor Markets


Environment and Human Welfare

(i.e., [https://e3p.unc.edu/academics/dual-degree-programs/](https://e3p.unc.edu/academics/dual-degree-programs/))

Innovation and Entrepreneurship/Business and Public Policy


Social Policy, Inequality and Social Entrepreneurship

(i.e., [https://planning.unc.edu/academics/masters/housing-commdev/](https://planning.unc.edu/academics/masters/housing-commdev/); [https://innovate.unc.edu/carolina-graduate-certificate-in-innovation-for-the-public-good/](https://innovate.unc.edu/carolina-graduate-certificate-in-innovation-for-the-public-good/))

Health Policy, Bioethics, and Human Rights


International Development Policy

(i.e., [https://globalstudies.unc.edu/masters/thematic-core-ma-courses/](https://globalstudies.unc.edu/masters/thematic-core-ma-courses/))

Global Conflict and Cooperation

([https://globalstudies.unc.edu/masters/thematic-core-ma-courses/](https://globalstudies.unc.edu/masters/thematic-core-ma-courses/); [https://tam.unc.edu/core-courses/](https://tam.unc.edu/core-courses/))
UNC Graduate Certificates

A Certificate Program is a formal program of courses and other related experiences in a field of specialization. In some disciplines, a Certificate is akin to a professional credential, while in others, a Certificate is recognition of competence in a given skill, practice, or field of study.

Under new UNC Graduate School policy, students may be working toward a certificate and degree concurrently (full double counting of certificate credits and degree credits).

https://gradschool.unc.edu/facultystaff/program-development/certificates.html