

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/>)

(i.e., <https://mpa.unc.edu/course-list>)

(i.e., <https://sph.unc.edu/resource-pages/master-of-public-health/>)

(i.e., <https://planning.unc.edu/academics/masters/>)

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

Education and Labor Markets

(i.e., <https://ed.unc.edu/academics/programs/policy-leadership-and-school-improvement/curriculum-and-courses-pls/>;
<https://planning.unc.edu/academics/masters/economic-development/>)

Environment and Human Welfare

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

Innovation and Entrepreneurship/Business and Public Policy

(i.e., <https://www.kenan-flagler.unc.edu/programs/mba/full-time-mba/academics/concentrations-electives/entrepreneurship/>; <https://www.kenan-flagler.unc.edu/programs/mba/full-time-mba/academics/concentrations-electives/sustainable-enterprise/>)

Social Policy, Inequality and Social Entrepreneurship

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

Health Policy, Bioethics, and Human Rights

(i.e., <https://sph.unc.edu/resource-pages/master-of-public-health/health-policy-concentration/>;
<https://law.unc.edu/academics/degree-programs/course-advising/upper-level-course-listing/>)

International Development Policy

(i.e., <https://globalstudies.unc.edu/masters/thematic-core-ma-courses/>;

Global Conflict and Cooperation

<https://globalstudies.unc.edu/masters/thematic-core-ma-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>