

Doctor of Marketing and Advertising, Minor in Grant Writing for Non-Profit (Faith-Based)

HBI University

Course Duration: 3 Years

Total Credit Hours: 105

Program Description

The Doctor of Marketing and Advertising with a Minor in Grant Writing for Non-Profit is a terminal program focused on developing advanced expertise, ethical leadership, and field-specific innovation. Students are immersed in an interdisciplinary curriculum tailored for high-impact work in their specialization.

The program blends scholarly research, practical application, and critical analysis. Students will navigate complex policy, organizational dynamics, or technological change as it relates to their field. The Minor in Grant Writing for Non-Profit enriches students with a faith-based foundation to promote responsible leadership and social engagement.

Graduates will be equipped to make contributions as educators, advisors, innovators, and advocates within their domains, advancing both institutional goals and societal well-being.

Admissions Requirements

- Master's degree in Biblical Studies, Theology, Divinity, or related field
- GPA of 3.5 or higher in graduate-level coursework
- Minimum of 3 years of ministry or teaching experience
- Statement of Purpose (1,000–1,500 words)
- Three letters of recommendation (academic, pastoral, professional)
- Curriculum Vitae or résumé
- Interview with doctoral program director

Foundational Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
FND 800	Cultural Competency in Advertising	3
FND 801	Policy and Practice in Advertising	3
FND 802	Advanced Theories in Advertising	3
FND 803	Ethical Frameworks in Advertising	3
FND 804	Quantitative Analysis for Advertising	3

FND 805	Leadership in Advertising	3
FND 806	Innovation and Technology in Advertising	3
FND 807	Capstone Project in Advertising	3
FND 808	Global Issues in Advertising	3
FND 809	Community Engagement in Advertising	3

Core Courses (24 Credit Hours)

Course Code	Course Name	Credit Hours
COR 800	Capstone Project in Advertising	3
COR 801	Innovation and Technology in Advertising	3
COR 802	Quantitative Analysis for Advertising	3
COR 803	Ethical Frameworks in Advertising	3
COR 804	Policy and Practice in Advertising	3
COR 805	Leadership in Advertising	3
COR 806	Global Issues in Advertising	3
COR 807	Community Engagement in Advertising	3

Minor Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
MIN 800	Community Engagement in Minor in Grant Writing for Non-Profit	3
MIN 801	Leadership in Minor in Grant Writing for Non-Profit	3
MIN 802	Capstone Project in Minor in Grant Writing for Non-Profit	3
MIN 803	Quantitative Analysis for Minor in Grant Writing for Non-Profit	3
MIN 804	Global Issues in Minor in Grant Writing for Non-Profit	3

Additional Elective Courses (Not Included in Total Credits)

Course Code	Course Name	Credit Hours
ELE 800	Leadership in Advertising	3
ELE 801	Capstone Project in Advertising	3
ELE 802	Community Engagement in Advertising	3

ELE 803	Cultural Competency in Advertising	3
ELE 804	Advanced Theories in Advertising	3

Practicum Experience

Students in the Doctor of Marketing and Advertising program will complete a supervised practicum aligned with their area of study. Each practicum reinforces leadership, community engagement, or systems-based thinking.

Practicum Requirements:

- 600 hours of supervised field work
- A comprehensive practicum report or portfolio
- A reflective analysis connecting theory to practice
- Final presentation to faculty and peers

Doctoral Dissertation Requirements

The doctoral dissertation for the Doctor of Marketing and Advertising involves an original, field-specific research project contributing to theory or practice. The dissertation must demonstrate rigorous inquiry and offer actionable or theoretical value in alignment with the Minor in Grant Writing for Non-Profit.

Requirements:

- Research proposal approved by faculty committee
- Literature review with annotated sources
- Methodology and data collection
- 100+ page manuscript with implications for the discipline
- Oral defense presentation

Program Outcomes

- Lead initiatives in doctor of marketing and advertising settings
- Apply faith-based ethical frameworks to leadership and decision-making
- Conduct advanced research and evaluation
- Influence policy, education, or ministry based on evidence
- Mentor others in both academic and practical environments

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Doctor of Marketing and Advertising Consultant	\$90,000 – \$150,000
Doctor of Marketing and Advertising Professor	\$80,000 – \$140,000
Doctor of Marketing and Advertising Director	\$95,000 – \$160,000

Doctor of Marketing and Advertising Strategist	\$85,000 – \$145,000
Doctor of Marketing and Advertising Researcher	\$75,000 – \$135,000

Dissertation Outline

#	Section	Details
1	Introduction	• Define the scope, research question, and purpose of study
2	Literature Review	• Analyze current and past research relevant to your specialization
3	Methodology	• Describe your research design, tools, and procedures
4	Results	• Present data collected from your research efforts
5	Discussion	• Interpret findings and connect to the larger context
6	Conclusion	• Summarize outcomes and propose next steps or further research
7	References and Appendices	• Include citations and supplemental materials