

Master in Public Relations - Minor in Faith-Based Advocacy and Media Outreach

HBI University

Course Duration: 2 years

Credit Hours: 69 (including 15 credit hours for minor)



Program Description

The Master in Public Relations at HBI University is designed to prepare students for strategic communication, brand management, crisis response, and media relations. This program provides students with advanced skills in digital marketing, corporate communication, and stakeholder engagement, ensuring they are equipped to shape public perception and manage reputational risks.

The Minor in Faith-Based Advocacy and Media Outreach offers a specialized focus on communication strategies for religious organizations, nonprofit advocacy, and ministry outreach. Students will explore public relations in faith-based organizations, media ethics, and digital evangelism while learning how to craft messages that align with faith-centered values and social impact initiatives.

This 69-credit hour program includes 30 credit hours of foundational public relations courses, 24 credit hours of core media and advocacy training, 15 credit hours in Faith-Based Advocacy and Media Outreach, elective coursework, a supervised practicum, and a research-based master's thesis or capstone project.

Admissions Requirements

- Bachelor's degree in public relations, communications, journalism, or a related field
- Minimum GPA of 3.0
- Two letters of recommendation from faculty or PR professionals
- Statement of purpose outlining career goals in public relations and faith-based advocacy
- Portfolio submission (press releases, campaigns, digital media content, or writing samples)
- Interview with faculty committee (if required)

Practicum Requirement

Students must complete a 300-hour supervised practicum in corporate PR firms, nonprofit organizations, faith-based media agencies, or church communication departments. Practicum placements include Christian broadcasting networks, religious PR firms, advocacy organizations, and ministry outreach teams.

Master's Thesis / Capstone Project

Students must complete either a thesis on faith-based public relations, digital media ethics, or advocacy strategies or a PR campaign for a faith-based organization, ministry, or nonprofit initiative.

Program Outcomes

Graduates of this program will be able to:

- Develop and execute strategic PR campaigns for secular and faith-based organizations.
- Apply ethical principles to crisis communication and advocacy initiatives.
- Leverage digital media to amplify faith-based outreach and social causes.
- Manage public perception and media relations for religious institutions and nonprofit organizations.
- Create and implement branding strategies for churches, ministries, and faith-based businesses.

Career Outcomes & Potential Salary

- Public Relations Specialist (Corporate & Faith-Based) – \$55,000 - \$120,000
- Faith-Based Media Consultant – \$60,000 - \$125,000
- Director of Church Communications – \$50,000 - \$110,000
- Advocacy & Outreach Coordinator – \$55,000 - \$115,000
- Nonprofit PR Manager for Faith-Based Organizations – \$65,000 - \$130,000

Advocacy and Professional Development

Students are encouraged to join organizations such as:

- Public Relations Society of America (PRSA)
- National Religious Broadcasters (NRB)
- Christian Media Association
- Faith-Based Marketing & PR Network

Participation in media ethics conferences, digital advocacy workshops, and crisis communication training programs is highly recommended.

Course Breakdown (Total: 69 Credit Hours)

A. Foundational Public Relations Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
PR-101	Principles of Public Relations & Strategic Communication	3
PR-102	Digital Marketing & Social Media Strategies	3

PR-103	Crisis Communication & Reputation Management	3
PR-104	Branding & Media Relations	3
PR-105	Content Creation for Public Engagement	3
PR-106	Corporate Social Responsibility & Ethics	3
PR-107	Influencer & Community Engagement	3
PR-108	Research Methods in Public Relations	3
PR-109	PR Writing: Press Releases, Media Kits, & Blogs	3
PR-110	Multimedia Storytelling & Video Production	3

B. Core Media and Advocacy Training (24 Credit Hours)

Course Code	Course Name	Credit Hours
PR-201	Advocacy Journalism & Social Change Communication	3
PR-202	Ethics & Transparency in Public Relations	3
PR-203	Media Outreach & Community Engagement	3
PR-204	Fundraising & Development Communications	3
PR-205	Digital Evangelism & Ministry Branding	3
PR-206	Political & Nonprofit PR Strategies	3
PR-207	Public Opinion, Faith, & Media Influence	3
PR-208	Supervised Public Relations Practicum	3

C. Faith-Based Advocacy and Media Outreach Minor (15 Credit Hours)

Course Code	Course Name	Credit Hours
FBAO-301	Faith-Based Media & Crisis Management	3
FBAO-302	Christian Ethics in Public Relations & Advocacy	3
FBAO-303	Ministry Communication & Social Media Engagement	3
FBAO-304	PR Strategies for Faith-Based Nonprofits	3

FBAO-305	Church Marketing & Outreach Strategies	3
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D. Electives (9 Credit Hours)

Course Code	Course Name	Credit Hours
ELEC-201	Podcasting & Digital Media for Advocacy	3
ELEC-202	Event Planning & PR for Faith-Based Initiatives	3
ELEC-203	Media Law & Religious Freedom in Communication	3