Bachelor of Media Production, Minor in Faith-Based Media and Communication

HBI University

Course Duration: 4 years

Credit Hours: 135 (including minor)



Program Description

The Bachelor of Media Production, Minor in Faith-Based Media and Communication at HBIU University is designed for students interested in media production, digital content creation, and faith-based communication. This program combines creative media skills with Christian values, equipping students to produce impactful media content that promotes faith-based messages, ministries, and social change. Students will learn how to use their media production skills to create meaningful content that reflects Christian beliefs and addresses important social issues from a faith perspective.

Throughout the program, students will gain expertise in film production, video editing, sound engineering, media marketing, and broadcasting, while integrating Christian themes into their work. The curriculum emphasizes ethical media production, digital storytelling, and the strategic use of media platforms to communicate the Christian message to a broad audience. Students will learn how to create high-quality content, ensuring that their work is both technically proficient and aligned with Christian values. This program prepares students to use their media skills to engage with contemporary audiences and share messages of hope, faith, and social justice through creative media.

The Minor in Faith-Based Media and Communication provides students with the tools to effectively communicate Christian messages through social media, television, radio, podcasts, and web-based content. Students will develop the skills needed to create, distribute, and manage content across various digital platforms, allowing them to reach and inspire larger audiences. The minor emphasizes how to communicate biblical teachings, promote Christian values, and engage with audiences in meaningful ways through media. Graduates of this program will be well-prepared to work in church media ministries, Christian film production, and faith-based advertising and communications roles, using their media skills to support and spread the message of Christianity in the modern world.

Admissions Requirements

- High school diploma or equivalent
- Minimum GPA of 2.5
- Personal statement outlining career goals and interest in chaplaincy and counseling
- Two letters of recommendation
- Resume (if applicable)
- SAT/ACT scores (if applicable)

General Education Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
GEN 101	English Composition I	3
GEN 102	English Composition II	3
GEN 103	College Algebra	3
GEN 104	Introduction to Communication	3
GEN 105	Introduction to Theology	3
GEN 106	Public Speaking and Communication	3
GEN 107	Research Methods in Media Production	3
GEN 108	Ethics and Moral Reasoning	3
GEN 109	Leadership and Team Development	3
GEN 110	Digital Media and Communication	3

Core Media Production Courses (45 Credit Hours)

Course Code	Course Name	Credit Hours
MP 201	Introduction to Media Production	3
MP 202	Video Production and Editing	3
MP 203	Sound Design and Engineering	3
MP 204	Digital Media Storytelling	3
MP 205	Film and Video Lighting Techniques	3
MP 206	Media Marketing and Strategy	3
MP 207	Broadcast Journalism	3
MP 208	Radio and Podcast Production	3
MP 209	Cinematography and Visual Design	3
MP 210	Media Law and Ethics	3
MP 211	Documentary Production	3
MP 212	Scriptwriting and Storyboarding	3
MP 213	Social Media Content Creation	3
MP 214	Media Project Management	3
MP 215	Media Production Internship	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
MP 301	Advanced Video Production Techniques	3
MP 302	Faith-Based Documentary Production	3
MP 303	Christian Film History	3
MP 304	Interactive and Digital Media Design	3
MP 305	Media Branding and Content Strategy	3

Minor in Faith-Based Media and Communication (15 Credit Hours)

Course Code	Course Name	Credit Hours
FBC 401	Introduction to Faith-Based Media	3
FBC 402	Faith-Based Social Media Management	3
FBC 403	Christian Broadcasting	3
FBC 404	Media Ethics and Christian Values	3
FBC 405	Faith-Based Marketing and Advertising	3

Capstone Project (15 Credit Hours)

The capstone project serves as a culminating experience, allowing students to apply media production skills, faith-based communication strategies, and storytelling to a final project.
Students will:

- Develop a media campaign or production project for a Christian organization, church, or faith-based ministry.
- Create a short film, radio segment, or digital story conveying Christian values or community impact.
- Design a media project using multiple communication platforms (video, social media, podcasting, etc.).
- Present findings and media project through a formal report and presentation.

This experience ensures students graduate with practical expertise in media production, faith-based storytelling, and digital media strategies.

Program Outcomes

Graduates of this program will:

- Gain expertise in media production, digital storytelling, and video editing.
- Develop skills in broadcast journalism, radio, and podcast production.
- Apply faith-based communication strategies in media campaigns and content creation.
- Conduct research on the ethical use of media in ministry and communication.
- Implement creative media strategies to communicate biblical messages and promote faith-based initiatives.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Media Producer	$50,000 - $95,000
Christian Media Specialist	$45,000 - $90,000
Video Production Manager	$60,000 - $110,000
Broadcast Journalist	$50,000 - $85,000
Social Media Manager	$55,000 - $95,000