

Associate in Public Relations

Specialization in Faith-Based Advocacy and Media Outreach

HBI University

Course Duration: 2 years

Credit Hours: 75 hours (including 15 minor credit hours)

Program Description

The Associate in Public Relations program with a Specialization in Faith-Based Advocacy and Media Outreach equips students with the communication, media, and strategic messaging skills needed to advance faith-driven causes. This program prepares students to work in ministry, nonprofit, and mission-based organizations with a focus on influencing public perception and creating impactful campaigns.

Students will study public speaking, writing for media, social media strategy, public policy, advocacy communications, and visual storytelling, all through a biblical worldview. The program integrates traditional PR training with faith-based leadership, ethics, and communication for ministry influence.

Graduates will be equipped to work as media specialists, communications officers, digital ministry leaders, or public relations consultants in faith-based and advocacy settings.

Capstone Project (3 Credit Hours)

The Capstone in Faith-Based Advocacy and Media Outreach enables students to demonstrate mastery by developing a media campaign or advocacy project. Students may:

- Create a strategic communication plan for a ministry or advocacy group.
- Develop a documentary or social media campaign to highlight a cause.
- Design a cross-platform communication toolkit for a nonprofit organization.

Program Outcomes

Graduates of this program will:

- Design communication strategies for mission-based and public advocacy work.
- Lead social media, digital campaigns, and storytelling efforts in ministry.
- Analyze audience behavior and adapt messages with cultural awareness.
- Communicate faith-based messages with clarity, creativity, and ethical care.
- Advance justice, hope, and spiritual transformation through public communication.

General Education Courses (15 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 Psychology	3
GEN 105	Introduction to Sociology	3

Core Public Relations Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
PRL 201	Introduction to Public Relations	3
PRL 202	Writing for Public Relations	3
PRL 203	Media Relations and Strategy	3
PRL 204	Public Speaking and Presentation Skills	3
PRL 205	Digital Media and Content Creation	3
PRL 206	Social Media and Online Engagement	3
PRL 207	Communication Ethics and Law	3
PRL 208	Crisis Communication and Issues Mgmt	3
PRL 209	Visual Storytelling and Media Production	3
PRL 210	Audience Analysis and Campaign Planning	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
PRL 301	Nonprofit Branding and Messaging	3
PRL 302	Interpersonal Communication for Ministry	3
PRL 303	Introduction to Journalism	3
PRL 304	Marketing for Churches and Nonprofits	3
PRL 305	Podcasting, Video, and Live Media Ministry	3

Specialization in Faith-Based Advocacy and Media Outreach (15 Credit Hours)

Course Code	Course Name	Credit Hours
FPR 401	Biblical Worldview in Media and Culture	3
FPR 402	Advocacy Campaigns for Justice and Kingdom Causes	3
FPR 403	Storytelling for Faith-Based Movements	3
FPR 404	Public Policy, Faith, and Media Engagement	3
FPR 405	Leading Communication in Ministry and Outreach Settings	3

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Faith-Based Public Relations Specialist	\$48,000 - \$65,000
Digital Communications Manager (Ministry)	\$50,000 - \$68,000

Church or Nonprofit Media Director	\$47,000 - \$64,000
Advocacy and Communications Officer	\$45,000 - \$62,000
Content Strategist for Faith-Based Organizations	\$46,000 - \$66,000