

Associate in Public Speaking

Specialization in Faith-Based Advocacy Training

HBI University

Course Duration: 2 years

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

Program Description

The Associate in Public Speaking program with a Specialization in Faith-Based Advocacy Training prepares students to become confident, persuasive communicators who can speak effectively in both secular and ministry contexts. Rooted in biblical leadership and moral responsibility, this program combines speech training with advocacy, ethics, and service.

Students will explore speech writing, audience engagement, media communication, and faith-driven persuasive techniques. They will gain the skills to advocate for justice, share testimonies, lead worship events, and represent faith-based causes in churches, schools, nonprofits, and communities.

Graduates may pursue roles in public relations, community organizing, faith-based leadership, ministry communication, or continue to study communications or theology.

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 Speaking Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
SPC 201	Foundations of Public Speaking	3
SPC 202	Voice and Articulation for Public Address	3

SPC 203	Audience Analysis and Message Crafting	3
SPC 204	Persuasion and Rhetorical Techniques	3
SPC 205	Visual and Digital Presentation Skills	3
SPC 206	Speech Writing for Ministry and Advocacy	3
SPC 207	Storytelling, Testimony, and Faith Narratives	3
SPC 208	Conflict Resolution and Nonviolent Communication	3
SPC 209	Leadership Communication	3
SPC 210	Capstone in Faith-Based Advocacy	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
SPC 301	Podcasting and Faith-Based Broadcasting	3
SPC 302	Social Media and Digital Advocacy	3
SPC 303	Communication for Global Missions	3
SPC 304	Women and Minority Voices in Public Discourse	3
SPC 305	Event Hosting, Moderation, and Worship Leadership	3

Minor in Faith-Based Advocacy Training (15 Credit Hours)

Course Code	Course Name	Credit Hours
FBA 401	Theology of Justice and Christian Advocacy	3

FBA 402	Advocacy for the Oppressed in Biblical Context	3
FBA 403	Public Speaking for the Church and the Public Square	3
FBA 404	Ministry-Based Campaigns and Community Engagement	3
FBA 405	Faith-Based Nonprofit and Policy Advocacy	3

Capstone Project (3 Credit Hours)

The Capstone in Faith-Based Advocacy provides students an opportunity to develop a speech or advocacy initiative that serves the faith community or a related cause. Sample projects include:

- Delivering a persuasive campaign speech at a youth rally.
- Creating a social media campaign promoting a ministry or cause.
- Partnering with a nonprofit to deliver a message of justice and hope.

Program Outcomes

Graduates of this program will:

- Demonstrate public speaking skills rooted in rhetorical tradition and faith.
- Communicate with confidence and clarity across various platforms.
- Apply biblical principles to advocacy, justice, and leadership.
- Represent ministries and nonprofits through verbal and digital storytelling.
- Prepare for further education or roles in communication, leadership, and outreach.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Faith-Based Motivational Speaker	\$42,000 - \$60,000
Church Communications Coordinator	\$40,000 - \$55,000
Advocacy Program Facilitator	\$44,000 - \$58,000

Ministry Spokesperson or Community Organizer	\$45,000 - \$62,000
--	---------------------

Media Host for Faith-Based Platforms	\$43,000 - \$59,000
--------------------------------------	---------------------