

Master of Marketing and Advertising, Minor in Grant Writing for Non-Profit

HBI University

Course Duration: 2 years

Credit Hours: 69 (including minor)



Program Description

The Master of Marketing and Advertising with a Minor in Grant Writing for Non-Profit is designed for professionals seeking to develop advanced marketing strategies while specializing in nonprofit fundraising and grant writing. This program combines traditional and digital marketing expertise with a focus on securing funding and promoting nonprofit initiatives effectively.

Students will learn about brand development, audience engagement, campaign management, and data-driven decision-making within nonprofit and faith-based organizations.

The minor in grant writing provides essential skills for writing proposals, securing donor funding, and managing financial sustainability in nonprofit sectors.

Graduates of this program will be well-equipped to work in nonprofit marketing, philanthropic fundraising, and corporate social responsibility, using their skills to drive awareness and secure funding for mission-driven organizations.

Admissions Requirements

- Bachelor's degree in marketing, business, communications, or a related field
- Minimum GPA of 3.0
- Two letters of recommendation from marketing or nonprofit professionals
- Statement of purpose outlining career goals in nonprofit marketing and fundraising
- Interview with faculty admissions committee

Practicum Requirement

Students must complete a 300-hour supervised practicum in a nonprofit marketing department or fundraising organization, gaining hands-on experience in marketing campaign development, digital outreach, and grant writing for nonprofit funding.

Master's Thesis

A master's thesis is required, focusing on nonprofit marketing strategies, digital branding, or the impact of grant writing on organizational sustainability.

The thesis should be between 60-100 pages, follow APA formatting, and provide practical insights into nonprofit fundraising and marketing.

Program Outcomes

- Develop expertise in nonprofit marketing, advertising, and digital communications.
- Apply strategic branding and audience engagement principles to nonprofit initiatives.
- Master the art of grant writing, donor relations, and fundraising for social impact.
- Utilize digital marketing tools to enhance nonprofit visibility and fundraising efforts.
- Prepare for leadership roles in nonprofit marketing, fundraising, and advocacy.

Foundational Courses (30 Credit Hours)

Course Code	Course Title	Credit Hours
MMA 6001	Principles of Marketing and Brand Development	3
MMA 6002	Consumer Behavior and Market Research	3
MMA 6003	Advertising Strategies and Media Planning	3
MMA 6004	Social Media Marketing for Nonprofits	3
MMA 6005	Corporate and Nonprofit Communications	3
MMA 6006	Marketing Analytics and Data-Driven Strategies	3
MMA 6007	Public Relations and Reputation Management	3
MMA 6008	Storytelling and Content Creation for Fundraising	3
MMA 6009	Digital Marketing and SEO for Nonprofits	3
MMA 6010	Research Methods in Marketing and Advertising	3

Core Courses (24 Credit Hours)

Course Code	Course Title	Credit Hours
MMA 6101	Strategic Advertising Campaigns for Social Impact	3
MMA 6102	Brand Management for Nonprofit Organizations	3

MMA 6103	Integrated Marketing Communications for Nonprofits	3
MMA 6104	Donor Engagement and Relationship Management	3
MMA 6105	Crisis Communications and Media Relations	3
MMA 6106	Leadership in Marketing and Advertising	3
MMA 6107	Supervised Practicum in Nonprofit Marketing	3
MMA 6108	Capstone Project in Marketing and Fundraising	3

Grant Writing for Non-Profit Minor (15 Credit Hours)

Course Code	Course Title	Credit Hours
GWN 6201	Introduction to Grant Writing and Proposal Development	3
GWN 6202	Fundraising Strategies and Donor Cultivation	3
GWN 6203	Financial Management for Grant Funding	3
GWN 6204	Legal and Ethical Considerations in Nonprofit Funding	3
GWN 6205	Measuring Impact and Reporting for Grants	3

Career Outcomes and Potential Salary

- Nonprofit Marketing Director – \$65,000-\$130,000
- Grant Writing and Fundraising Manager – \$60,000-\$120,000
- Digital Marketing Strategist for Nonprofits – \$55,000-\$110,000
- Corporate Social Responsibility Manager – \$70,000-\$140,000

Advocacy and Professional Development

Students are encouraged to engage with marketing and fundraising organizations such as the Association of Fundraising Professionals (AFP) and the Nonprofit Marketing Alliance (NMA) for continued professional development and networking opportunities.

Additional Electives (9 Credit Hours)

Course Code	Course Title	Credit Hours
ELE 901	Digital Marketing for Non-Profit Organizations	3
ELE 902	Grant Writing and Proposal Development	3
ELE 903	Storytelling and Branding for Mission-Driven Organizations	3
ELE 904	Fundraising Campaigns and Donor Engagement	3
ELE 905	Social Media Advocacy for Non-Profits	3

