

# **Bachelor of Marketing and Advertising, Minor in Grant Writing for Non-Profit**

HBI University

Course Duration: 4 years

Credit Hours: 135 (including minor)



## **Program Description**

The Bachelor of Business Management (BBM), Minor in Faith-Based Policy at HBIU University is The Bachelor of Marketing and Advertising, Minor in Grant Writing for Non-Profit at HBIU University prepares students for dynamic careers in digital marketing, brand management, advertising strategy, and fundraising for non-profit organizations. This program provides students with comprehensive skills in strategic marketing, consumer behavior, content creation, and branding, while incorporating faith-based ethical considerations to ensure responsible marketing practices and advocacy. Students will learn how to craft marketing strategies that align with ethical standards, ensuring that their campaigns promote both business success and social responsibility. Graduates will develop expertise in digital marketing, social media management, traditional advertising, and fundraising strategies that can be applied to various sectors, including for-profit businesses and faith-driven non-profit organizations.

Students will gain a deep understanding of how strategic marketing and branding can influence consumer behavior, enhance brand loyalty, and create meaningful connections between organizations and their audiences. The curriculum also emphasizes the importance of ethical decision-making in marketing, focusing on how to navigate the complexities of advertising and consumer influence in a way that respects Christian values and fosters social good. By integrating marketing principles with faith-based ethics, students are prepared to create responsible, impactful marketing campaigns that resonate with diverse audiences and align with Christian missions and values.

The Minor in Grant Writing for Non-Profit focuses on developing practical skills for securing funding and supporting faith-based and community-driven organizations. Students will learn how to write effective grant proposals, develop successful fundraising campaigns, build donor relations, and implement non-profit marketing strategies that help organizations achieve their missions. This minor equips students with the skills to raise funds for social causes, advocate for community development, and sustain non-profit organizations through ethical and impactful grant writing. Upon completion, students will be well-equipped to serve in non-profit management, fundraising, and marketing roles, especially within faith-based organizations or community-driven initiatives.

## 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 Business	3
GEN 105	Introduction to Economics	3
GEN 106	Public Speaking and Communication	3
GEN 107	Research Methods in Business	3
GEN 108	Business Ethics and Corporate Social Responsibility	3
GEN 109	Financial Literacy and Personal Finance	3
GEN 110	Digital Media and Marketing	3

## Core Marketing and Advertising Courses (45 Credit Hours)

Course Code	Course Name	Credit Hours
MKT 201	Principles of Marketing	3
MKT 202	Consumer Behavior and Market Research	3
MKT 203	Social Media Marketing and Strategy	3
MKT 204	Branding and Advertising Strategy	3
MKT 205	Content Marketing and Digital Storytelling	3
MKT 206	Public Relations and Media Relations	3
MKT 207	Copywriting and Persuasive Communication	3
MKT 208	Influencer and Viral Marketing	3
MKT 209	Traditional vs. Digital Advertising	3
MKT 210	Search Engine Optimization (SEO) and Google Ads	3
MKT 211	Marketing Analytics and Performance Metrics	3
MKT 212	Corporate Communication and Crisis Management	3
MKT 213	Sales and Customer Relationship Management	3
MKT 214	Ethics in Marketing and Advertising	3
MKT 215	Creative Campaign Development	3

## Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
MKT 301	Psychology of Advertising	3
MKT 302	Marketing for Non-Profit Organizations	3
MKT 303	Video Production for Marketing	3

MKT 304	Faith-Based Marketing and Branding	3
MKT 305	Mobile and Interactive Marketing	3

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

Course Code	Course Name	Credit Hours
NPG 401	Introduction to Non-Profit Fundraising	3
NPG 402	Grant Proposal Writing	3
NPG 403	Donor Relations and Stewardship	3
NPG 404	Budgeting and Financial Planning for Non-Profits	3
NPG 405	Marketing for Fundraising and Advocacy	3

## Capstone Project (15 Credit Hours)

The capstone project serves as a culminating experience, allowing students to apply marketing, advertising, and grant-writing strategies to a real-world campaign or business project.

Students will:

- Develop a comprehensive marketing campaign for a business, ministry, or non-profit organization.
- Create a brand identity and advertising strategy for a product, service, or organization.
- Write a full grant proposal for a non-profit initiative, including budget planning and donor outreach.
- Present research findings and strategy implementation through a formal report and presentation.

This experience ensures students graduate with practical expertise in marketing strategy, advertising development, and non-profit fundraising.

## Program Outcomes

Graduates of this program will:

- Gain expertise in digital marketing, brand management, and advertising.
- Develop grant writing and non-profit fundraising skills.
- Apply marketing analytics and business growth strategies.
- Conduct research on marketing trends and advertising performance.
- Implement strategic branding and communication campaigns for businesses and non-profits.

## Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Marketing Manager	\$65,000 - \$125,000
Digital Marketing Strategist	\$60,000 - \$115,000
Fundraising and Development Manager	\$55,000 - \$110,000
Brand Strategist	\$70,000 - \$130,000
Advertising Specialist	\$60,000 - \$120,000