

**Ph.D. in Marketing and Advertising,
Minor in Grant Writing for Non-Profit
HBI University**

Course Duration: 3 years

Credit Hours: 105



Program Description

The Doctor of Philosophy (Ph.D.) in Marketing and Advertising at HBIU University is designed to prepare students for advanced research, leadership, and practical implementation in the fields of marketing and advertising. This program integrates both theoretical foundations and applied methodologies, ensuring that graduates are equipped to contribute significantly to the development of innovative marketing strategies, consumer behavior insights, and advertising practices. Students will engage with advanced topics in brand management, digital marketing, advertising theory, market research, and ethical advertising practices, enabling them to lead and influence the future of marketing and advertising industries.

A key aspect of the program is the Minor in Grant Writing for Non-Profit specialization, which provides students with specialized training to help bridge the gap between marketing and the non-profit sector. This specialization focuses on the art and science of grant writing, preparing students to contribute to the financial sustainability of non-profit organizations by crafting compelling grant proposals. Students will gain expertise in the strategies and techniques used to secure funding

for non-profits, as well as the skills needed to communicate effectively with funders and stakeholders, ensuring that their proposals are impactful and persuasive.

The program consists of foundational courses in marketing theory, advertising strategies, consumer behavior, and market research, along with a range of electives that allow students to deepen their knowledge in niche areas such as digital advertising, social media marketing, or non-profit marketing strategies. Rigorous research methodology training ensures that students are well-equipped to conduct independent, high-quality research, which can lead to new insights and innovations within the field.

Admissions Requirements

- Master's degree in a relevant field
- Minimum GPA of 3.0
- GRE scores (if applicable)
- Statement of Purpose (1,000-1,500 words) outlining research interests
- Three letters of recommendation
- Academic writing sample
- Curriculum Vitae (CV) or resume
- Interview with faculty (if required)

Core Foundational Courses (60 Credit Hours)

Course Code	Course Name	Credit Hours
PH.D 701	Advanced Theories in the Field	3
PH.D 702	Applied Research Methods	3
PH.D 703	Leadership and Ethics	3
PH.D 704	Strategic Decision Making	3
PH.D 705	Policy and Governance	3
PH.D 706	Crisis and Risk Management	3
PH.D 707	Innovation in the Field	3
PH.D 708	Global Perspectives	3
PH.D 709	Case Study Analysis	3
PH.D 710	Capstone in the Field	3

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

Course Code	Course Name	Credit Hours
MINO 701	Introduction to the Minor Field	3
MINO 702	Ethics and Best Practices	3

MINO 703	Case Studies and Applications	3
MINO 704	Policy and Governance in the Minor	3
MINO 705	Capstone Project in the Minor	3

Research, Dissertation, and Defense (30 Credit Hours)

Course Code	Course Name	Credit Hours
DISR 801	Research Methods in Human Resources	3
DISR 802	Theoretical Frameworks in HR Research	3
DISR 803	Quantitative and Qualitative Research Methods	3
DISR 804	Dissertation Proposal Development	3
DISR 805	Data Collection and Analysis	3
DISR 806	Dissertation Writing: Literature Review	3
DISR 807	Dissertation Writing: Methodology	3
DISR 808	Dissertation Writing: Findings and Analysis	3
DISR 809	Dissertation Defense Preparation	3
DISR 810	Final Dissertation Defense	3

Program Outcomes

- Conduct advanced research in ph.d. in marketing and advertising.
- Develop expertise in minor in grant writing for non-profit and its applications.
- Lead policy, research, and practical implementation in the field.
- Contribute to academic and industry advancements.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
HR Director (Corporate/Non-Profit)	\$90,000 - \$160,000
Organizational Development Consultant	\$85,000 - \$150,000
Talent Acquisition Specialist	\$75,000 - \$130,000
University Professor (HRM)	\$80,000 - \$140,000
HR Policy Analyst	\$85,000 - \$135,000
Chief Human Resources Officer (CHRO)	\$120,000 - \$250,000

