

Bachelor in Public Relations - Minor in Faith-Based Advocacy and Media Outreach
HBI University
Course Duration: 3 years
Credit Hours: 135 (including minor)



Program Description

The Bachelor in Public Relations at HBI University prepares students for careers in media relations, corporate communication, and advocacy. This program provides students with skills in crisis management, social media strategy, and branding. Students will learn how to engage with stakeholders, create public relations campaigns, and manage organizational communication.

The Minor in Faith-Based Advocacy and Media Outreach enhances this program by integrating religious principles into strategic communication. Students will develop skills in faith-based messaging, Christian media outreach, and ethical storytelling for religious organizations and advocacy groups.

Admissions Requirements

- High school diploma or equivalent
- Minimum GPA of 2.5
- Personal statement outlining career goals and interest in public relations
- 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 Philosophy	3
GEN 105	Introduction to World Religions	3
GEN 106	Public Speaking and Communication	3
GEN 107	Ethics and Critical Thinking	3
GEN 108	Research Methods	3
GEN 109	Leadership and Team Development	3
GEN 110	Cross-Cultural Communication	3

Core Public Relations Courses (45 Credit Hours)

Course Code	Course Name	Credit Hours
PR 201	Introduction to Public Relations	3
PR 202	Media Writing for Public Relations	3
PR 203	Crisis Communication and Reputation Management	3
PR 204	Social Media Strategies in Public Relations	3
PR 205	Ethics and Law in Public Relations	3
PR 206	Public Relations Campaigns and Strategies	3
PR 207	Brand Management and Corporate Communication	3
PR 208	Digital Media and Content Marketing	3
PR 209	Stakeholder Engagement and Relationship Building	3
PR 210	Nonprofit Public Relations and Advocacy	3
PR 211	Political and Government Public Relations	3
PR 212	Global Public Relations and Cross-Cultural Communication	3
PR 213	Influencer Marketing and Digital Outreach	3

PR 214	Research Methods in Public Relations	3
PR 215	Public Speaking and Media Training	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
ELEC 301	Faith-Based Crisis Communication	3
ELEC 302	Nonprofit Communication and Fundraising	3
ELEC 303	Public Relations for Religious Leaders	3
ELEC 304	Event Planning and Faith-Based Branding	3
ELEC 305	Religious Media Influence on Public Perception	3

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

Course Code	Course Name	Credit Hours
FAM 401	Faith-Based Advocacy and Public Relations	3
FAM 402	Christian Media and Digital Outreach	3
FAM 403	Ethical Storytelling in Faith-Based Communication	3
FAM 404	Strategic Messaging for Religious Organizations	3
FAM 405	Community Engagement and Faith-Based Public Relations	3

Capstone Project (15 Credit Hours)

The capstone project in Public Relations provides students with the opportunity to develop a strategic communication campaign integrating public relations and faith-based advocacy. Students will:

- Develop a comprehensive PR campaign for a faith-based or nonprofit organization.
- Create a digital advocacy campaign on a religious or ethical issue.
- Conduct research on media strategies for faith-based organizations.
- Present a full strategic communication plan to faculty and industry professionals.

Program Outcomes

Graduates of this program will:

- Master strategic communication and public relations techniques.
- Apply ethical principles in faith-based advocacy and media outreach.
- Develop digital content strategies for nonprofit and religious organizations.
- Engage audiences through social media, branding, and corporate messaging.
- Lead public relations initiatives in faith-based, corporate, and nonprofit sectors.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Public Relations Specialist	\$55,000 - \$110,000
Faith-Based Communications Director	\$50,000 - \$100,000
Media and Public Affairs Consultant	\$60,000 - \$120,000
Nonprofit Advocacy Manager	\$50,000 - \$105,000
Digital Media Strategist for Faith-Based Organizations	\$55,000 - \$115,000