

Doctor of Public Relations, Minor in Faith-Based Advocacy and Media Outreach

HBI University

Course Duration: 3 Years

Total Credit Hours: 105

Program Description

The Doctor of Public Relations with a specialization in Minor in Faith-Based Advocacy and Media Outreach provides students with high-level academic and professional development grounded in faith-based values. The program emphasizes interdisciplinary expertise, social impact, and ethical leadership.

Doctoral candidates will pursue rigorous research, engage in advanced coursework, and develop sector-specific strategies rooted in service, innovation, and advocacy.

The minor enhances spiritual engagement and practical integration within the context of applied leadership and cultural transformation.

Admissions Requirements

- Master's degree from an accredited institution
- GPA of 3.5 or above
- Curriculum Vitae or résumé
- Personal faith-integrated statement of purpose
- 3 academic or professional references
- Virtual or in-person interview

Foundational Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
FND 800	Community Engagement in Doctor of Public Relations	3
FND 801	Policy and Practice in Doctor of Public Relations	3
FND 802	Ethical Frameworks in Doctor of Public Relations	3
FND 803	Global Issues in Doctor of Public Relations	3
FND 804	Capstone Project in Doctor of Public Relations	3
FND 805	Innovation and Technology in Doctor of Public Relations	3

FND 806	Leadership in Doctor of Public Relations	3
FND 807	Quantitative Analysis for Doctor of Public Relations	3
FND 808	Cultural Competency in Doctor of Public Relations	3
FND 809	Advanced Theories in Doctor of Public Relations	3

Core Courses (24 Credit Hours)

Course Code	Course Name	Credit Hours
COR 800	Capstone Project in Doctor of Public Relations	3
COR 801	Cultural Competency in Doctor of Public Relations	3
COR 802	Global Issues in Doctor of Public Relations	3
COR 803	Community Engagement in Doctor of Public Relations	3
COR 804	Policy and Practice in Doctor of Public Relations	3
COR 805	Leadership in Doctor of Public Relations	3
COR 806	Ethical Frameworks in Doctor of Public Relations	3
COR 807	Quantitative Analysis for Doctor of Public Relations	3

Minor Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
MIN 800	Innovation and Technology in Minor in Faith-Based Advocacy and Media Outreach	3
MIN 801	Ethical Frameworks in Minor in Faith-Based Advocacy and Media Outreach	3
MIN 802	Leadership in Minor in Faith-Based Advocacy and Media Outreach	3
MIN 803	Capstone Project in Minor in Faith-Based Advocacy and Media Outreach	3
MIN 804	Cultural Competency in Minor in Faith-Based Advocacy and Media Outreach	3

Additional Elective Courses (Not Included in Total Credits)

Course Code	Course Name	Credit Hours
ELE 800	Quantitative Analysis for Doctor of Public Relations	3
ELE 801	Capstone Project in Doctor of Public Relations	3
ELE 802	Ethical Frameworks in Doctor of Public Relations	3
ELE 803	Leadership in Doctor of Public Relations	3
ELE 804	Advanced Theories in Doctor of Public Relations	3

Practicum Experience

The practicum for the Doctor of Public Relations supports applied learning within a field-based, faith-driven environment. Students complete projects and activities aligned with community engagement and mission-focused goals.

Practicum Requirements:

- 600 supervised hours
- Learning journal and milestone reviews
- Organizational assessment and contribution
- Presentation and practicum summary

Doctoral Dissertation Requirements

The dissertation in the Doctor of Public Relations represents a capstone project integrating advanced inquiry, theoretical frameworks, and applied practice. Research should contribute meaningfully to academic and ministry dialogue.

Requirements:

- Faculty-approved proposal and research plan
- Ethical research procedures
- Data analysis and interpretation
- 100–150 page final manuscript
- Dissertation defense

Program Outcomes

- Apply doctoral-level theory and faith to doctor of public relations
- Serve communities through socially responsible leadership
- Integrate ethics, strategy, and service across disciplines
- Build innovative models of advocacy and policy
- Lead institutions with competence and compassion

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Doctor of Public Relations Scholar	\$85,000 – \$135,000
Doctor of Public Relations Consultant	\$90,000 – \$150,000
Doctor of Public Relations Advisor	\$95,000 – \$160,000
Doctor of Public Relations Research Fellow	\$100,000 – \$170,000
Doctor of Public Relations Director	\$105,000 – \$180,000

Dissertation Outline

#	Section	Details
1	Introduction	• Establish the research topic and relevance
2	Literature Review	• Summarize and analyze past research and frameworks
3	Methodology	• Detail research tools and strategy
4	Results	• Present findings with data or case evidence
5	Discussion	• Explore theoretical and practical significance
6	Conclusion	• Reflect and recommend future directions
7	References and Appendices	• Source list and supporting materials