

Associate in Marketing and Advertisement

Specialization in Faith-Based Marketing and Fundraising

HBI University

Course Duration: 2 years

Credit Hours: 60 hours (including 15 credit specialization hours)

Program Description

The Associate in Marketing and Advertisement program with a Specialization in Faith-Based Marketing and Fundraising at HBI University equips students to creatively and strategically promote faith-centered organizations and causes. Through a blend of marketing principles, digital media, and biblical stewardship, students will learn how to engage audiences, tell compelling stories, and drive support for ministry, nonprofit, and kingdom initiatives.

This program emphasizes ethical messaging, communication strategies, donor development, and online engagement. Students will explore brand creation, campaign planning, and fundraising that aligns with faith-based values.

Graduates will be prepared for careers in church communications, nonprofit marketing, event promotions, ministry fundraising, and brand development.

This program is ideal for those who want to blend creativity and faith to grow awareness, engagement, and funding for meaningful missions.

General Education Courses (15 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 Psychology	3
GEN 105	Introduction to Sociology	3

Core Marketing and Advertisement Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
MKT 201	Principles of Marketing	3

MKT 202	Consumer Behavior and Decision Making	3
MKT 203	Advertising Strategies and Campaigns	3
MKT 204	Social Media and Digital Marketing	3
MKT 205	Graphic Design for Marketing	3
MKT 206	Market Research and Data Analysis	3
MKT 207	Content Creation and Brand Storytelling	3
MKT 208	Public Relations and Communication	3
MKT 209	SEO and Web Analytics	3
MKT 210	Marketing Management and Strategy	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
MKT 301	Event Marketing and Promotions	3
MKT 302	Email and Mobile Campaigns	3
MKT 303	Photography and Video in Ministry Media	3
MKT 304	Communications in Faith-Based Organizations	3
MKT 305	Fundraising through Partnerships and Grants	3

Specialization in Faith-Based Marketing and Fundraising (15 Credit Hours)

Course Code	Course Name	Credit Hours
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FMF 401	Biblical Stewardship and Donor Relations	3
FMF 402	Faith-Based Fundraising Campaigns and Appeals	3
FMF 403	Marketing for Ministry and Outreach Events	3
FMF 404	Online Giving and Digital Campaign Optimization	3
FMF 405	Vision Casting and Communication for Kingdom Growth	3

Capstone Project (3 Credit Hours)

The Capstone in Faith-Based Marketing and Fundraising allows students to apply their skills to real-world initiatives. Students may:

- Launch a marketing campaign for a church or nonprofit.
- Design a full digital fundraising strategy for a ministry.
- Develop and present a communication plan for a new kingdom project.

Program Outcomes

Graduates of this program will:

- Develop creative marketing campaigns with biblical messaging.
- Use digital and traditional tools to promote ministries and missions.
- Steward relationships and inspire generosity with integrity.
- Design visually compelling and mission-aligned content.
- Increase engagement and visibility for kingdom-centered causes.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Ministry Marketing Coordinator	\$42,000 - \$60,000
Nonprofit Communications Specialist	\$45,000 - \$65,000
Church Media and Promotions Leader	\$40,000 - \$58,000
Faith-Based Fundraising Strategist	\$48,000 - \$72,000
Donor Engagement and Grants Officer	\$50,000 - \$75,000