

Master of Arts in Digital Journalism - Minor in Faith-Based Digital Media

HBI University

Course Duration: 2 years

Credit Hours: 69 (including 15 credit hours for minor)



Program Description

The Master of Arts in Digital Journalism at HBI University is designed to equip students with cutting-edge multimedia reporting, digital storytelling, and data-driven journalism skills. The program integrates digital media ethics, investigative reporting, and audience engagement strategies to prepare graduates for careers in online news, social media journalism, podcasting, and faith-based digital media outlets.

The Minor in Faith-Based Digital Media provides a specialized focus on religious storytelling, digital evangelism, and the intersection of faith and technology in media production. Students will explore Christian content creation, ethical faith-based journalism, and digital strategies for ministry communications.

This 69-credit hour program includes 30 credit hours of foundational digital journalism courses, 24 credit hours of core investigative and multimedia storytelling courses, 15 credit hours in Faith-Based Digital Media, elective coursework, a supervised practicum, and a research-based master's thesis.

Admissions Requirements

- Bachelor's degree in business, management, or a related field
- Minimum GPA of 3.0
- Two letters of recommendation from faculty or business professionals
- Statement of purpose outlining career goals in business, project management, and faith-based leadership
- Resume or Curriculum Vitae (CV)
- Interview with faculty committee (if required)

Practicum Requirement

Students must complete a 300-hour supervised practicum in online newsrooms, faith-based digital media organizations, or religious content production agencies. Practicum placements include Christian social media platforms, multimedia journalism outlets, and digital faith-based content creators.

Master's Thesis

Students are required to complete a research-based master's thesis exploring digital evangelism, faith-based online journalism, or the ethical challenges of religious media in the digital era. The thesis may include a long-form investigative digital project, a documentary, or an analysis of faith-based digital media trends.

Program Outcomes

Graduates of this program will be able to:

- Develop compelling digital journalism and multimedia content.
- Utilize social media platforms for faith-based storytelling and engagement.
- Analyze the ethics of digital news and faith-based media content.
- Create and manage digital media strategies for faith-based organizations.
- Report on global religious issues using innovative digital tools.

Career Outcomes & Potential Salary

- Digital News Correspondent – \$50,000 - \$115,000
- Social Media Journalist & Content Creator – \$45,000 - \$105,000
- Faith-Based Digital Media Specialist – \$50,000 - \$110,000
- Podcast Producer & Digital Broadcaster – \$55,000 - \$120,000
- Christian Communications & Digital Marketing Manager – \$60,000 - \$130,000

Advocacy and Professional Development

Students are encouraged to join journalism and faith-based digital media organizations such as:

- Online News Association (ONA)
- National Religious Broadcasters (NRB)
- Christian Media Association
- Digital Faith-Based Content Creators Network

Participation in digital media ethics conferences, social media journalism workshops, and online storytelling summits is highly recommended.

Course Breakdown (Total: 69 Credit Hours)

A. Foundational Digital Journalism Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
JOUR-901	Principles of Digital Journalism	3
JOUR-902	Writing & Editing for Online News	3
JOUR-903	Data Journalism & Analytics	3
JOUR-904	Multimedia Reporting & Podcasting	3
JOUR-905	Social Media & Journalism Strategies	3
JOUR-906	Investigative Journalism in the Digital Age	3
JOUR-907	Video Journalism & Digital Storytelling	3
JOUR-908	Digital Media Law & Ethics	3
JOUR-909	Audience Engagement & Media Innovation	3
JOUR-910	Research Methods in Digital Media Studies	3

B. Core Investigative & Multimedia Storytelling Courses (24 Credit Hours)

Course Code	Course Name	Credit Hours
JOUR-911	Mobile Journalism & Real-Time Reporting	3
JOUR-912	Investigative Techniques for Digital News	3
JOUR-913	Crisis & Conflict Reporting in Digital Media	3
JOUR-914	Documentary & Long-Form Digital Storytelling	3

JOUR-915	Ethical Journalism & Digital Misinformation	3
JOUR-916	Faith & Social Media: Digital Evangelism	3
JOUR-917	Engaging Faith-Based Audiences Through Digital Platforms	3
JOUR-918	Supervised Digital Journalism Practicum	3

C. Faith-Based Digital Media Minor (15 Credit Hours)

Course Code	Course Name	Credit Hours
FBDM-901	Christian Digital Storytelling & Engagement	3
FBDM-902	Social Media Strategies for Faith-Based Organizations	3
FBDM-903	Ethical Challenges in Online Faith-Based Media	3
FBDM-904	Ministry Branding & Digital Evangelism	3
FBDM-905	Podcasting & Video Content Creation for Ministries	3

D. Electives (9 Credit Hours)

Course Code	Course Name	Credit Hours
ELEC-1001	Writing for Faith-Based Digital Platforms	3
ELEC-1002	Investigative Reporting on Religious & Cultural Issues	3
ELEC-1003	Live Streaming & Interactive Journalism for Ministries	3

