



**HBIU**  
**COLLEGE OF**  
**MARKETING, AND**  
**ADVERTISING AND**  
**FAITH BASE INIT.**

# Bachelor of Arts in Theology, Marketing, and Advertising

<b>SEMESTER 1</b>
University Foundations
Effective Communication I
Effective Communication II

<b>SEMESTER 3</b>
Introduction to Computer Technology
Fundamentals of Accounting II
Fundamentals of Accounting II

<b>SEMESTER 5</b>
Entrepreneurship and Innovation
Business Statistics I
Business Statistics II

<b>SEMESTER 7</b>
Essentials of Economics
Fundamentals of Business Finance
Production/Operations Management

<b>SEMESTER 2</b>
Christian Worldview
Critical Thinking
Global Awareness, Perspective, and Ethics

<b>SEMESTER 4</b>
Introduction to Marketing
Promotion and Advertising
Financial Decision Making

<b>SEMESTER 6</b>
Buyer and Consumer Behavior
Organizational Behavior and Management I
Organizational Behavior and Management II

<b>SEMESTER 8</b>
Project Management
Digital Marketing and Advertising
Applied Business Project

<b>ASSESSMENT</b>
Manuscript
PRACTICUM

# Grading System

<b>A - Excellent</b>
<b>B - Very Good</b>
<b>C - Good</b>
<b>D - Fairly Good</b>
<b>F - Fail</b>

\*Although the average Cumulative Grade Point Average (GPA) is 2.0, students are to strive for excellence in each course.

# Cost

- Effective February 2022 from our Financial Department
- Associate Degree - \$10,000 (USD) – After Scholarship – \$4,000
- Bachelor's Degree - \$30,000 (USD) – After Scholarship – \$5,500
- Master's Degree - \$40,000 (USD) – After Scholarship – \$7,000
- PhD Degree - \$100,000 (USD) – After Scholarship - \$10,000
- These can be paid in full or via monthly installments.

# Manuscript

- Towards the end of the Associate & Bachelor's programs, students will be required to formulate a manuscript highlighting a summary of what was learnt from each course in this degree program.
- Students are to state how each course benefited them, and their missions thereafter.
- Each manuscript is to be ten (10) pages in length.
- Students will then be required to submit their manuscripts to be graded by the Professor.

# Thesis/Dissertation

- Towards the end of the Master's & PhD programs, students will be required to formulate a thesis (Master's) or a dissertation (PhD).
- Students are to state how each course benefited them, and their missions thereafter.
- Thesis papers are to be seventy-five (75) pages in length while dissertation papers are to be one hundred and fifty (150) pages in length.
- Students will then be required to submit their papers to be graded by the Professor.

# Practicum

- Towards the end of the program, students will be required to engage in an intensive practicum.
- Each student will be supervised by a professional.
- The professional will be provided with a checklist.
- When the practicum is complete, the professional is to give an honest report of the student's performance.
- This component is to ensure that the student demonstrates a practical application within the field of Theology, Marketing, and Advertising.

# Graduation

- There will be a Graduation Ceremony at the end of the program. This event will be held virtually. Students will be required to be impeccably dressed in their graduation attire.