HCU Key Marketing Messages

The brand at a glance

Houston Christian University

Education

- Professors of deep faith and distinguished scholarship.
- Curriculum informed by a Christian worldview, intellectual curiosity and practical professional training.

Environment

- A plethora of opportunities for spiritual growth, guided by faculty and staff who care.
- Situated in the heart of the nation's fourth-largest city—and all its opportunities.

Value

- Generous scholarships and grants.
- Career mentorship and networking opportunities.

CARING COMMUNITY IN THE HEART OF HOUSTON

A nurturing, Christ-centered community where professors know your name and big city opportunities are at your doorstep.

CHRIST CENTERED ACADEMIC EXCELLENCE

Leading-edge academics rooted in wisdom and Christian values.

AN AFFORDABLE PATH TO PURPOSE

Affordable education that helps you find more than a career: we prepare you for a life of purpose and impact

HCU offers... A Christ-centered University community.

So that... Our students are connected, prepared and commissioned.

CORE MESSAGE

Professionally Prepared and Spiritually Grounded

- Mentored, taught and ministered to by teachers who know their name.
- Practically capable and spiritually wise.

Connected and Confident

- Closer to Christ than when they enrolled.
- Connected and equipped to access career opportunities in Houston or beyond.

Unburdened and Called

- Commissioned with minimal risk and maximum opportunity.
- Equipped to discern and pursue their calling.

Contact HCUmarketing@hc.edu for further information about how to use the Key Messages.

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