

LIBERTY

UNIVERSITY.

School of Business
Degree Completion Plan (DCP)

**B.S. in
Business Administration: Marketing**

Name _____ ID _____

GENERAL EDUCATION: CORE COMPETENCY REQUIREMENTS
(59-63 hours)

ALL GENERAL EDUCATION COURSES MUST BE CHOSEN FROM THE LIST OF "APPROVED RESIDENTIAL GENERAL EDUCATION & INTEGRATIVE COURSES." (www.liberty.edu/gened)

COMMUNICATION (6 hours)

Course	Hrs.	Sem. Taken	Grade
COMS 101 Speech Communication	3	_____	_____
ENGL 101 Composition and Rhetoric	3	_____	_____

MATHEMATICS, SCIENCE, & TECHNOLOGY (11-15 hours)

CRST 290 History of Life	2-3	_____	_____
MATH _____ (above 110)	3	_____	_____
NAT SCI _____	3	_____	_____
NAT SCI, MATH or BUSI 201	3	_____	_____
Technology Competency	0-3	_____	_____

INFORMATION LITERACY (6 hours)

ENGL 102 Composition and Literature	3	_____	_____
HIEU 201 or 202 or HIUS 221 or 222	3	_____	_____

CRITICAL THINKING (15 hours)

ENGL 201, 202, 215, 216, 221, or 222	3	_____	_____
GOVT 200, PSYC 101 or 210, SOCI 200 or 201	3	_____	_____
PHIL 201 Phil./Contemporary Ideas	3	_____	_____

HUMN 101, THEA 101, ARTS 105, or MUSC 103 **AND**

*GEN ED ELECTIVE (non-language) **OR**

LANG _____ **AND

**LANG _____

BIBLICAL WORLDVIEW (21 hours)

BIBL 105 Old Testament Survey OR ^BIBL 205 Old Testament Life/Literature	3	_____	_____
BIBL 110 New Testament Survey OR ^BIBL 210 New Testament Life/Literature	3	_____	_____
BWVW 101 Biblical Worldview I	2	_____	_____
BWVW 102 Biblical Worldview II	2	_____	_____
EVAN 101 Evangelism and Christian Life	2	_____	_____
PSYC 150 Psychology of Relationships	3	_____	_____
THEO 201 Theology Survey I	3	_____	_____
THEO 202 Theology Survey II	3	_____	_____

*All courses **except** ENGL and Language qualify for the General Education elective

**Must be the same language

^Options available to Honors students

MAJOR: BUSINESS ADMINISTRATION: MARKETING (54 hours)

CORE (39 hours)

Course	Hrs.	Sem. Taken	Grade
ACCT 211 Principles of Accounting I	3	_____	_____
ACCT 212 Principles of Accounting II	3	_____	_____
ECON 214 Principles of Macroeconomics	3	_____	_____
BUSI 301 Business Law	3	_____	_____
BUSI 303 International Business	3	_____	_____
BUSI 310 Business Management	3	_____	_____
BUSI 320 Corporate Finance	3	_____	_____
BUSI 330 Principles of Marketing	3	_____	_____
BUSI 340 Organizational Behavior	3	_____	_____
BUSI 342 Human Resource Management	3	_____	_____
BUSI 409 Non-Profit Management	3	_____	_____
BUSI 411 Operations Management	3	_____	_____
BUSI 472 Organizational Ethics	3	_____	_____

COGNATE: Marketing (15 hours)

BUSI 331 Marketing Research	3	_____	_____
BUSI 431 Sales Management and Professional Selling	3	_____	_____
BUSI 438 Marketing Brand Management	3	_____	_____
BUSI 430, 435, 436, or 437	3	_____	_____
BUSI 490 Capstone: Human Resource and Marketing	3	_____	_____

DIRECTED COURSES (REQUIRED) (3-12 hours) These courses are approved General Education courses and may be counted in the Core Competency requirements.

BUSI 201 Inter. Business Computer Appl.	3	_____	_____
ECON 213 Principles of Microeconomics	3	_____	_____
MATH 125 Finite Mathematics	3	_____	_____
MATH 201 Intro. to Probability/Statistics	3	_____	_____

FREE ELECTIVES (0-4 hours) Minors are included as elective hours.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

GRADUATION REQUIREMENTS

FRSM 101 Freshman Seminar REQ. _____ MET _____

All Christian/Community Service requirements must be satisfied before a degree will be awarded.

TOTAL – 120 hours minimum required. (Of this total, at least 45 hours must be 300-400 level.)