## Bachelor of Science in Business Administration

### Marketing: Sales Management and Professional Selling Cognate

#### 2017-2018 Degree Completion Plan

**Important:** This degree plan is effective for those starting this degree program in fall 2017 through summer 2018. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

### GENERAL EDUCATION/ CORE COMPETENCY REQUIREMENTS (39-42 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hrs</th>
<th>Sem</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>Communication (6 hours)(^1)</td>
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<tr>
<td>ENGL 101 Composition &amp; Rhetoric</td>
<td>3</td>
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<tr>
<td>Communications Elective</td>
<td>3</td>
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<tr>
<td>Math, Science &amp; Technology (6-9 hours)(^3)</td>
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<tr>
<td>MATH ____ Math Elective (MATH 114 or higher)</td>
<td>3</td>
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<tr>
<td>UNIV 104 Instructional Tech. for Online Learning</td>
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<tr>
<td>Information Literacy (6 hours)(^3)</td>
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<tr>
<td>____ Composition Elective</td>
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<tr>
<td>____ Information Literacy Elective</td>
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<tr>
<td>Critical Thinking (9 hours)(^3)</td>
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<tr>
<td>____ Literature OR Philosophy Elective</td>
<td>3</td>
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<tr>
<td>____ Social Science Elective</td>
<td>3</td>
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<tr>
<td>____ Cultural Studies Elective</td>
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<tr>
<td>Christian Life &amp; Thought (12 hours)(^1,2)</td>
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<tr>
<td>BIBL 104 Survey of Old &amp; New Testament</td>
<td>4</td>
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<tr>
<td>RLGN 104 Christian Life &amp; Biblical Worldview</td>
<td>4</td>
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<tr>
<td>THEO 104 Introduction to Theology Survey</td>
<td>4</td>
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<tr>
<td>Major Foundational Courses (3-9 hours)(^3)</td>
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<tr>
<td>BUSI 201 Intermediate Business Computer Apps.</td>
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<tr>
<td>BUSI 230 Introduction to Probability &amp; Statistics</td>
<td>3</td>
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<tr>
<td>BUSI 240 Organizational Behavior I</td>
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<tr>
<td>MAJOR Core (39 hours)</td>
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<tr>
<td>ACCT 211 Financial Accounting</td>
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<tr>
<td>ACCT 212 Managerial Accounting</td>
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<tr>
<td>BUSI 301 Business Law</td>
<td>3</td>
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<td>BUSI 303 International Business</td>
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<tr>
<td>BUSI 310 Principles of Management</td>
<td>3</td>
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<td>BUSI 320 Corporate Finance</td>
<td>3</td>
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<td>BUSI 330 Principles of Marketing</td>
<td>3</td>
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<td>BUSI 342 Human Resource Management</td>
<td>3</td>
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<td>BUSI 400 Strategic Planning/Business Policy</td>
<td>3</td>
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<td>BUSI 411 Operations Management</td>
<td>3</td>
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<tr>
<td>BUSI 472 Organizational Ethics</td>
<td>3</td>
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<tr>
<td>ECON 213 Principles of Microeconomics</td>
<td>3</td>
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<tr>
<td>ECON 214 Principles of Macroeconomics</td>
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<tr>
<td>Cognate (12 hours)</td>
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<tr>
<td>BUSI 331 Marketing Research</td>
<td>3</td>
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<td>BUSI 332 Consumer Behavior</td>
<td>3</td>
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<td>BUSI 431 Sales Mgmt. &amp; Professional Selling</td>
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<tr>
<td>BUSI 446 Retailing &amp; Category Management</td>
<td>3</td>
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<tr>
<td>FREE ELECTIVES (18-27 hours)(^4)</td>
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**Notes**

- All applicable prerequisites must be met
- Refer to the list of approved general education electives at www.liberty.edu/gened
- Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived
- Major Foundational Courses can also fulfill General Education/Core Competency requirements as applicable
- Internship (maximum 6 hours) is strongly recommended
- Suggested Course Sequence on second page

**Graduation Requirements**

- 120 Total Hours
- 2.0 Overall grade point average
- 30 Hours must be upper-level courses (300-400 level)

**Grade of ‘C’** Minimum required for all upper-level courses in the major

- 50% Of major and cognate taken through Liberty University

- 30 Hours must be completed through Liberty University

**Grad App** Submission of Graduation Application must be completed within the last semester of a student’s anticipated graduation date
## SUGGESTED COURSE SEQUENCE

### FRESHMAN YEAR

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
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<tbody>
<tr>
<td>BIBL 104</td>
<td>BUSI 201</td>
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<tr>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Social Sciences Elective&lt;sup&gt;1&lt;/sup&gt; [BUSI 240]</td>
<td>Communications Elective&lt;sup&gt;1&lt;/sup&gt;</td>
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<tr>
<td>3</td>
<td>3</td>
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<tr>
<td>ENGL 101</td>
<td>Composition Elective&lt;sup&gt;1&lt;/sup&gt;</td>
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<td>3</td>
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<tr>
<td>Information Literacy Elective&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Math Elective&lt;sup&gt;1&lt;/sup&gt; [BUSI 230]</td>
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<td>3</td>
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<tr>
<td>UNIV 104</td>
<td>Natural Science Elective&lt;sup&gt;1&lt;/sup&gt;</td>
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<td><strong>Total 13-16</strong></td>
<td><strong>Total 15</strong></td>
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</tbody>
</table>

### SOPHOMORE YEAR

| Literature/Philosophy Elective<sup>1</sup> | RLGN 104 |
| 3                                              | 4        |
| THEO 104                                        | ACCT 212 |
| 4                                              | 3        |
| ACCT 211                                        | BUSI 301 |
| 3                                              | 3        |
| BUSI 303                                        | BUSI 310 |
| 3                                              | 3        |
| ECON 213                                        | Elective |
| 3                                              | 3        |
| **Total 16**                                   | **Total 16** |

### JUNIOR YEAR

| BUSI 320 | BUSI 330 |
| 3       | 3        |
| ECON 214 | BUSI 331 |
| 3       | 3        |
| Cultural Studies Elective<sup>1</sup> | BUSI 342 |
| 3       | 3        |
| Elective | Elective |
| 3       | 3        |
| Elective | 3        |
| 3       | **Total 12** |
| **Total 15** |                  |

### SENIOR YEAR

| BUSI 332 | BUSI 446 |
| 3       | 3        |
| BUSI 400 | BUSI 472 |
| 3       | 3        |
| BUSI 411 | Elective |
| 3       | 3        |
| BUSI 431 | Elective |
| 3       | 3        |
| Elective | 3        |
| 3       | **Total 12** |
| **Total 15** |                  |

**Notes**

1Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in core competency requirements