

**CORE COURSES (27 hours)**

		<b><u>Hrs</u></b>	<b><u>Semester</u></b>	<b><u>Grade</u></b>
BUSI 520	Strategic Marketing Management	3	_____	_____
BUSI 612	Marketing Promotions	3	_____	_____
BUSI 613	Supply Chain Management	3	_____	_____
BUSI 614	Marketing Research	3	_____	_____
MRKT 600	Applied Market Research	3	_____	_____
MRKT 640	Consumer Behavior	3	_____	_____
MRKT 661	Ethical & Legal Issues in Marketing	3	_____	_____
MRKT 670	Brand Management	3	_____	_____
MRKT 690	Marketing Strategy Capstone	3	_____	_____

**DIGITAL MARKETING & ADVERTISING COGNATE (9 hours)**

COMS 532	Media Technologies & Communication Strategies	3	_____	_____
COMS 546	Effective Social Media	3	_____	_____
COMS 658	Strat. Communication Campaigns for the Digital Age	3	_____	_____

**TOTAL HOURS 36**

**Graduation Requirements**

Complete 36 hours

A minimum of 30 hours must be completed through Liberty University, not to include credits from a prior degree earned through Liberty

A maximum of 6 hours of transfer credit, including credit from a degree on the same academic level previously earned through Liberty may be applied to the degree

3.0 GPA

No more than two grades of C may be applied to the degree (includes grades of C+ & C-)

No grade of D or below may be applied to the degree (includes grades of D+ & D-)

Liberty University course work that is more than seven years old may not be applied towards this degree. Students are required to repeat the course if it has exceeded the age limit.

Degree must be completed within 5 years

All Online students admitted on Academic Caution are required to enroll in and pass GRST 500 in their first semester

Please submit a Graduation Application to the Registrar's Office at the beginning of the final semester

**Program Currently Offered in Online Format Only**

**SUGGESTED COURSE SEQUENCE**

First Semester

BUSI 520 <sup>1</sup>	3
BUSI 612	3
BUSI 614	<u>3</u>
Total	9

Second Semester

BUSI 613	3
COMS 532	3
MRKT 600	<u>3</u>
Total	9

Third Semester

COMS 546	3
MRKT 640 <sup>2</sup>	3
MRKT 661	<u>3</u>
Total	9

Fourth Semester

COMS 658	3
MRKT 670 <sup>3</sup>	3
MRKT 690	<u>3</u>
Total	9

**Notes**

<sup>1</sup>BUSI 520 is a prerequisite for BUSI 612 & 614

<sup>2</sup>MRKT 640 is a prerequisite for MRKT 661

<sup>3</sup>MRKT 670 is a prerequisite for MRKT 690