

CORE COURSES (27 hours)

		<u>Hrs</u>	<u>Semester</u>	<u>Grade</u>
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	_____	_____

PUBLIC RELATIONS COGNATE (9 hours)

COMS 532	Media Technologies & Communication Strategies	3	_____	_____
COMS 560	Communication & Conflict	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

<u>First Semester</u>		<u>Second Semester</u>	
BUSI 520 ¹	3	BUSI 613	3
BUSI 612	3	COMS 532	3
BUSI 614	<u>3</u>	MRKT 600	<u>3</u>
Total	9	Total	9

<u>Third Semester</u>		<u>Fourth Semester</u>	
COMS 560	3	COMS 658	3
MRKT 640 ²	3	MRKT 670 ³	3
MRKT 661	<u>3</u>	MRKT 690	<u>3</u>
Total	9	Total	9

Notes

¹BUSI 520 is a prerequisite for BUSI 612 & 614

²MRKT 640 is a prerequisite for MRKT 661

³MRKT 670 is a prerequisite for MRKT 690