

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	_____	_____

SPORTS MARKETING & MEDIA COGNATE (9 hours)

SMGT 502 Sport Marketing & Public Relations	3	_____	_____
SMGT 506 Economics & Financial Management of Sport	3	_____	_____
SMGT 632 Sport Development & Sales	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	MRKT 600	3
BUSI 614	<u>3</u>	SMGT 502	<u>3</u>
Total	9	Total	9

<u>Third Semester</u>		<u>Fourth Semester</u>	
MRKT 640 ²	3	MRKT 670 ³	3
MRKT 661	3	MRKT 690	3
SMGT 506	<u>3</u>	SMGT 632	<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