

## **CORE COURSES (27 hours)**

		<b><u>Hrs</u></b>	<b><u>Sem</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)**

STCO 532	Media Technologies & Communication Strategies	3	_____	_____
STCO 546	Effective Social Media	3	_____	_____
STCO 658	Strategic Communication Campaigns for the Digital Age	3	_____	_____
<b>TOTAL HOURS</b>		<b>36</b>		

### **Graduation Requirements**

Complete 36 hours

A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level

3.0 GPA

No more than 2 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 10 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

Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

### **Offered in Online Format**

Revised: 01.24.2024

### **Notes**

*All applicable prerequisites must be met*

*Suggested Course Sequence on second page*

Effective: Catalog Term 2024-40

**SUGGESTED COURSE SEQUENCE**

First Semester

BUSI 520	3
BUSI 612	3
BUSI 613	<u>3</u>
Total	9

Second Semester

BUSI 614	3
STCO 532	3
MRKT 600	<u>3</u>
Total	9

Third Semester

STCO 546	3
MRKT 640	3
MRKT 661	<u>3</u>
Total	9

Fourth Semester

STCO 658	3
MRKT 670	3
MRKT 690	<u>3</u>
Total	9