LIBERTY NIVERSI Т

Bachelor of Science in Business Administration

Digital Marketing and Advertising Cognate

2020-2021 Degree Completion Plan

This degree plan is effective for those starting this degree program in fall 2020 through summer 2021. This degree plan will remain in Important: effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

GENERAL EDUCATION/

Course		Hrs	Sem	Grade	Course		Hrs	Sem	Grade
Communica	ation & Information Literacy (13 hou	rs)1			Major Foun	dational Courses (3-9 hours)			
ENGL 101	Composition & Rhetoric	3			BUSI 201	Intermediate Business Computer Apps. ⁴	3		
INQR 101	Inquiry 101	1			BUSI 230	Introduction to Probability & Statistics ⁴	3		
	Communications Elective	3			BUSI 240	Organizational Behavior I ⁴	3		
	Information Literacy Elective	3							
	Information Literacy Elective	3			MAJOR				
						Core (42 hours)			
Technologic	al Solutions & Quantitative Reasonin	ng (4-7	hours)	1	ACCT 211	Financial Accounting	3		
UNIV 101	Foundational Skills	1			ACCT 212	Managerial Accounting	3		
MATH	Math Elective (MATH 114 or higher)	3			ACCT 370	Financial Statement Analysis	3		
	Technology Competency ²	0-3			BUSI 301	Business Law	3		
					BUSI 303	International Business	3		
Critical Thi	nking (8 hours) ¹				BUSI 310	Principles of Management	3		
RLGN 105	Intr Bwvw/Contemp Moral Issues ³	2			BUSI 320	Corporate Finance	3		
RSCH 201	Research 201	3			BUSI 330	Principles of Marketing	3		
	Critical Thinking Elective	3			BUSI 342	Human Resource Management	3		
					BUSI 411	Operations Management	3		
Civic & Glo	bal Engagement (5 hours) ¹				BUSI 472	Organizational Ethics	3		
EVAN 101	Evangelism & Christian Life ³	2			BUSI 490	Capstone	3		
	Cultural Studies Elective	3			ECON 213	Principles of Microeconomics	3		
					ECON 214	Principles of Macroeconomics	3		
Social & Sci	ientific Inquiry (6 hours) ¹								
	Natural Science Elective	3				Cognate (12 hours)			
	Social Science Elective	3			BUSI 331	Marketing Research	3		
					BUSI 436	Digital Marketing in a Virtual World	3		
Christianity	V & Contexts (8 hours) ¹				BUSI 439	Conversion & Optimization	3		
BIBL 105	Old Testament Survey	2			BUSI 442	Customer Retention Through Digi. Mkt.	3		
BIBL 110	New Testament Survey	2							
THEO 201	Theology Survey I ³	2			<u>FREE E</u> LEO	CTIVES (10-19 hours) ⁵			
THEO 202	Theology Survey II ³	2					_		
							_		

	Notes All applicable prerequisites must be met
	¹ Refer to the list of approved general education
Graduation Requirements	enrolling in foundational skills requirements
120 Total Hours	² All students must pass the Computer Assessn
2.0 Overall grade point average	refer to www.liberty.edu/computerassessment
30 Hours must be upper-level courses (300-400 level)	³ Students transferring in 45 or more UG credit
Grade of 'C' Minimum required for all upper-level courses in the major	105 and EVAN 101 waived; Students transfer
25% Of major and cognate taken through Liberty University	have the requirements of THEO 201 and THE
30 Hours must be completed through Liberty University	⁴ Courses may also fulfill select General Educa
Grad App Submission of Degree Completion Application must be completed	approved general education electives at www
within the last semester of a student's anticipated graduation date	⁵ Internship (maximum 6 hours) is strongly rec
CSER All requirements must be satisfied before a degree will be awarded	Suggested Course Sequence on second page

cation electives at www.liberty.edu/gened before ents

sessment OR complete applicable INFT course; ment for more information

redit hours will have the requirements of RLGN nsferring in 60 or more UG credit hours will also THEO 202 waived ducation Requirements. Please refer to the list of

www.liberty.edu/gened y recommended

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester		
BIBL 105	2	BIBL 110		2
ENGL 101	3	BUSI 201		3
INQR 101	1	RLGN 105		2
UNIV 101	1	Information Literacy Elective ¹		3
Communications Elective ¹	3	Math Elective ¹ [BUSI 230]		3
Social Science Elective ¹ [BUSI 240]	3	Natural Science Elective ¹		3
Technology Competency ²	0-3	CSER		<u>0</u>
CSER	<u>0</u>		Total	16
	Total 13-16			

SOPHOMORE YEAR

RSCH 201	3	EVAN 101		2
THEO 201	2	THEO 202		2
ACCT 211	3	Critical Thinking Elective ¹		3
BUSI 310	3	ACCT 212		3
BUSI 330	3	BUSI 331		3
CSER	<u>0</u>	ECON 213		3
	Total 14	CSER		0
			Total	16

JUNIOR YEAR

Information Literacy Elective ¹	3	Cultural Studies Elective ¹	3
BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 436	3	BUSI 439	3
ECON 214	3	Elective	3
CSER	<u>0</u>	Elective	1
	Total 15	CSER	<u>0</u>

Total 16

SENIOR YEAR

BUSI 342	3	BUSI 490	3
BUSI 411	3	Elective	3
BUSI 442	3	Elective	3
BUSI 472	3	Elective	3
Elective	3	Elective	3
CSER	<u>0</u>	CSER	<u>0</u>
	Total 15		Total 15

Notes

¹Refer to the list of approved general education electives at <u>www.liberty.edu/gened</u> before enrolling in foundational skills requirements ²All students must pass the Computer Assessment OR complete applicable INFT course; refer to <u>www.liberty.edu/computerassessment</u> for more information