

## **Bachelor of Science in Business Administration**

Marketing Analytics Cognate

2020-2021 Degree Completion Plan

**Important:** This degree plan is effective for those starting this degree program in fall 2020 through summer 2021. This degree plan will remain in 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		<u>Hrs</u>	Sem	<u>C</u>
Communica	ation & Information Literacy (13 hou	$(rs)^1$	Major Foun	ndational 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 <sup>4</sup>	3		_
	Communications Elective	3	BUSI 240	Organizational Behavior I <sup>4</sup>	3		_
	Information Literacy Elective	3					
	Information Literacy Elective	3	<b>MAJOR</b>				
				Core (42 hours)			
Technological Solutions & Quantitative Reasoning (4-7 hours) <sup>1</sup>			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 <sup>2</sup>	0-3	BUSI 301	Business Law	3		_
			BUSI 303	International Business	3		_
Critical Thi	nking (8 hours) <sup>1</sup>		BUSI 310	Principles of Management	3		_
RLGN 105	Intr Bwvw/Contemp Moral Issues <sup>3</sup>	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) <sup>1</sup>		BUSI 472	Organizational Ethics	3		_
EVAN 101	Evangelism & Christian Life <sup>3</sup>	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) <sup>1</sup>						
	Natural Science Elective	3		Cognate (12 hours)			
	Social Science Elective	3	BUSI 331	Marketing Research	3		_
			BUSI 332	Consumer Behavior	3		_
Christianity	& Contexts (8 hours) <sup>1</sup>		<b>BUSI 447</b>	Digital Marketing Analytics	3		_
BIBL 105	Old Testament Survey	2	BUSI 453	Applied Marketing Analysis	3		_
BIBL 110	New Testament Survey	2					
ГНЕО 201	Theology Survey I <sup>3</sup>	2	FREE ELE	CTIVES (10-19 hours) <sup>5</sup>			
THEO 202	Theology Survey II <sup>3</sup>	2			_		_
					_		_
					_		_
					_		_

## Graduation Requirements

120 Total Hours

2.0 Overall grade point average

30 Hours must be upper-level courses (300-400 level)

Grade of 'C' Minimum required for all upper-level courses in the major

25% Of major and cognate taken through Liberty University

30 Hours must be completed through Liberty University

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

CSER All requirements must be satisfied before a degree will be awarded

## Notes

All applicable prerequisites must be met

<sup>1</sup>Refer to the list of approved general education electives at <a href="www.liberty.edu/gened">www.liberty.edu/gened</a> before enrolling in foundational skills requirements

All students must pass the Computer Assessment OR complete applicable INFT course; refer to <a href="www.liberty.edu/computerassessment">www.liberty.edu/computerassessment</a> for more information

<sup>3</sup>Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 & EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 & THEO 202 waived

<sup>4</sup>Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <a href="https://www.liberty.edu/gened">www.liberty.edu/gened</a>

<sup>5</sup>Internship (maximum 6 hours) is strongly recommended

Suggested Course Sequence on second page

Revised: 06.02.2020 Effective: Catalog Term 2020-40

# 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	Critical Thinking Elective <sup>1</sup>		3								
Communications Elective <sup>1</sup>		3	Information Literacy Elective <sup>1</sup>		3								
Social Science Elective <sup>1</sup> [BUSI 240]		3	Math Elective <sup>1</sup> [BUSI 230]		3								
Technology Competency <sup>2</sup>		0-3	CSER		0								
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	Natural Science Elective <sup>1</sup>		3								
BUSI 310		3	ACCT 212		3								
BUSI 330		3	BUSI 331		3								
CSER		<u>0</u>	ECON 213		3								
	Total	_	CSER		0								
	10141		0.224	Total	_								
JUNIOR YEAR													
Information Literacy Elective <sup>1</sup>		3	Cultural Studies Elective <sup>1</sup>		3								
BUSI 303		3	ACCT 370		3								
BUSI 320		3	BUSI 301		3								
BUSI 447		3	BUSI 342		3								
ECON 214		3	BUSI 453		3								
CSER		0	CSER		0								
	Total	15		Total	15								
SENIOR YEAR													
BUSI 332		3	BUSI 490		3								
BUSI 411		3	Elective		3								
BUSI 472		3	Elective		3								
Elective		3	Elective		3								
Elective		3	Elective		3								
CSER		<u>0</u>	Elective		1								
	Total	15	CSER		0								
				Total	16								

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<sup>&</sup>lt;sup>1</sup>Refer to the list of approved general education electives at <a href="www.liberty.edu/gened">www.liberty.edu/gened</a> before enrolling in foundational skills requirements <sup>2</sup>All students must pass the Computer Assessment OR complete applicable INFT course; refer to <a href="www.liberty.edu/computerassessment">www.liberty.edu/computerassessment</a>