

Doctor of Business Administration (D.B.A.)

Marketing - Project Cognate

2020-2021 Degree Completion Plan

THE GRADUATE SCHOOL

CORE COURSES (48 hours)			<u>Sem</u>	Grade
BUSI 701	DBA Current Topics ¹	3		
BUSI 710	Foundations of Applied Research Methods	3		
BUSI 730	Strategic Allocation of Financial Resources	3		
BUSI 735	Understanding the Organization	3		
BUSI 740	Supply Chain Management	3		
BUSI 745	Marketing for Competitive Advantage	3		
BUSI 750	Managing Human Resources	3		
BUSI 770	Strategy Formulation & Strategic Thinking	3		
BUSI 820	Quantitative Research Methods	3		
BUSI 830	Case Study Research Methods & Consulting Techniques	3		
BUSI 885	Research Concept ¹	3		
BUSI 887	Applied Doctoral Research Project I ¹	5		
BUSI 888	Applied Doctoral Research Project II ¹	5		
BUSI 889	Applied Doctoral Research Project III ¹	5		
BUSI 890	Applied Doctoral Research Project IV ¹	0		
MARKETIN	NG COGNATE (12 hours)			
BUSI 520	Strategic Marketing Management	3		
BUSI 612	Marketing Promotions	3		
BUSI 613	Supply Chain Management	3		
BUSI 614	Marketing Research	3		
	TOTAL HOURS	60		

Graduation Requirements

Complete 60 hours

A maximum of 50% of a post-graduate and doctoral degree may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level

No grades lower than a B- may be applied to the degree

Degree must be completed within 7 years

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

Offered in Online Format

Notes

All applicable prerequisites must be met

¹Cannot be transferred from another institution
Suggested course sequence on second page

Revised: 05.18.2020 Effective Catalog Term: 2020-40

SUGGESTED COURSE SEQUENCE

First Semester		=	Second Semester		_
BUSI 701 (B Term)		3	BUSI 520 (B Term)		3
BUSI 710 (B Term)		3	BUSI 740 (B Term)		3
BUSI 730 (D Term)		3	BUSI 612 (D Term)		3
BUSI 735 (D Term)		<u>3</u>	BUSI 745 (D Term)		3
	Total	12		Total	12
Third Semester		_	Fourth Semester		_
BUSI 613 (B Term)		3	BUSI 820 (B Term)		3
BUSI 750 (B Term)		3	BUSI 830 (D Term)		3
BUSI 614 (D Term)		3		Total	6
BUSI 770 (D Term)		<u>3</u>			
	Total	12			
Fifth Semester			Sixth Semester		
BUSI 885		<u>3</u>	BUSI 887		<u>5</u>
	Total	3		Total	5
Seventh Semester			Eighth Semester		
BUSI 888		<u>5</u>	BUSI 889		<u>5</u>
	Total	5		Total	5
Ninth Semester					
BUSI 890		0			
2021070	Total	0			

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