

ADVANCED CORE COURSES (21 hours)

| | | <u>Hrs</u> | <u>Sem</u> | <u>Grade</u> |
|----------|--|-------------------|-------------------|---------------------|
| BMAL 703 | Striking the Balance: Management & Leadership | 3 | _____ | _____ |
| BMAL 704 | Strategic Organizational Change | 3 | _____ | _____ |
| DIGI 700 | Digital & Strategic Communication Orientation I ¹ | 3 | _____ | _____ |
| DIGI 705 | Digital & Strategic Communication Orientation II | 3 | _____ | _____ |
| DIGI 825 | Seminar: From Digital Analytics to Comm. Action | 3 | _____ | _____ |
| DIGI 835 | Current Topics in Content Communication | 3 | _____ | _____ |
| DIGI 845 | Visualization & Social Media Strategy | 3 | _____ | _____ |

RESEARCH COURSES (12 hours)

| | | | | |
|----------|--|---|-------|-------|
| BUSI 815 | Qualitative Research Methods ² | 3 | _____ | _____ |
| EDUC 816 | Applied Research | 3 | _____ | _____ |
| DIGI 710 | Digital & Strategic Comm. Audience Measurement | 3 | _____ | _____ |
| DIGI 720 | Social, Mobile & Online Media Analytics | 3 | _____ | _____ |

PROFESSIONAL APPLICATION COURSES (12 hours)

| | | | | |
|----------|---|---|-------|-------|
| COMS 640 | Event Planning & Donor Relations | 3 | _____ | _____ |
| STCO 546 | Effective Social Media | 3 | _____ | _____ |
| STCO 638 | Video Storytelling | 3 | _____ | _____ |
| STCO 658 | Strategic Communication Campaigns for the Digital Age | 3 | _____ | _____ |

DISSERTATION AND PRACTICUM COURSES (15 hours)

| | | | | |
|----------|----------------------|---|-------|-------|
| COMS 987 | Dissertation I | 5 | _____ | _____ |
| COMS 988 | Dissertation II | 5 | _____ | _____ |
| COMS 989 | Dissertation III | 5 | _____ | _____ |
| COMS 990 | Dissertation Defense | 0 | _____ | _____ |

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

3.0 GPA

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

Degree must be completed within seven 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

¹DIGI 700 is required of all entering doctoral students, and is a prerequisite for all remaining courses

²Students entering BUSI 815 must have completed DIGI 710 and 720

Suggested Course Sequence on second page

SUGGESTED COURSE SEQUENCE

First Semester

| | |
|-----------------------|----------|
| DIGI 700 ¹ | 3 |
| BMAL 703 | 3 |
| DIGI 705 | <u>3</u> |
| Total | 9 |

Second Semester

| | |
|----------|----------|
| BMAL 704 | 3 |
| COMS 640 | 3 |
| DIGI 710 | 3 |
| STCO 546 | <u>3</u> |
| Total | 12 |

Third Semester

| | |
|----------|----------|
| DIGI 720 | 3 |
| EDUC 816 | 3 |
| DIGI 845 | 3 |
| STCO 638 | <u>3</u> |
| Total | 12 |

Fourth Semester

| | |
|-----------------------|----------|
| BUSI 815 ² | 3 |
| DIGI 825 | 3 |
| DIGI 835 | 3 |
| STCO 658 | <u>3</u> |
| Total | 12 |

Fifth Semester

| | |
|----------|----------|
| COMS 987 | <u>5</u> |
| Total | 5 |

Sixth Semester

| | |
|----------|----------|
| COMS 988 | <u>5</u> |
| Total | 5 |

Seventh Semester

| | |
|----------|----------|
| COMS 989 | <u>5</u> |
| Total | 5 |

Eighth Semester

| | |
|----------|----------|
| COMS 990 | <u>0</u> |
| Total | 0 |

Notes

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