

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

Digital Marketing and Advertising Cognate

2019-2020 Degree Completion Plan

# ONLINE

**Important:** This degree plan is effective for those starting this degree program in fall 2019 through summer 2020. 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/

	Hrs	Sem	Grade	Course		Hrs	Sem	Gra
n & Information Literacy (12 hour	$(rs)^1$			Major Foun	dational Courses (0-9 hours)			
Composition & Rhetoric	3			BUSI 201	Intermediate Business Computer Apps.3	3		
Communications Elective	3			BUSI 230	Introduction to Probability & Statistics <sup>3</sup>	3		
Information Literacy Elective	3			BUSI 240	Organizational Behavior I <sup>3</sup>	3		
Information Literacy Elective	3							
				<b>MAJOR</b>				
Solutions & Quantitative Reasonin	ıg (3-6	hours)	1		Core (42 hours)			
Instructional Tech. for Online Learning	0-3			ACCT 211	Financial Accounting	3		
Math Elective (MATH 114 or higher)	MATH 114 or higher) 3 ACCT 212 Managerial Ac	Managerial Accounting	3					
				ACCT 370	Financial Statement Analysis	3		
ng (7 hours) <sup>1</sup>				BUSI 301	Business Law	3		
Christian Life & Biblical Worldview <sup>2</sup>	4			BUSI 303	International Business	3		
Critical Thinking Elective	3			BUSI 310	Principles of Management	3		
				BUSI 320	Corporate Finance	3		
Engagement (3 hours) <sup>1</sup>				BUSI 330	Principles of Marketing	3		
Cultural Studies Elective	3			BUSI 342	Human Resource Management	3		
				BUSI 400	Strategic Planning/Business Policy	3		
tific Inquiry (6 hours) <sup>1</sup>				BUSI 411	Operations Management	3		
Natural Science Elective	3			BUSI 472	Organizational Ethics	3		
Social Science Elective	3			ECON 213	Principles of Microeconomics	3		
				ECON 214	Principles of Macroeconomics	3		
Contexts (8 hours) <sup>1</sup>								
Survey of Old & New Testament	4				Cognate (12 hours)			
Introduction to Theology Survey <sup>2</sup>	ey <sup>2</sup> 4 BUSI 331 Marketing Research	3						
				<b>BUSI 436</b>	Digital Marketing in a Virtual World	3		
				BUSI 439	Conversion & Optimization	3		
				BUSI 442	Customer Retention Through Digi. Mkt.	3		
	Composition & Rhetoric Communications Elective Information Literacy Elective Information Literacy Elective Information Literacy Elective Solutions & Quantitative Reasonin Instructional Tech. for Online Learning Math Elective (MATH 114 or higher) Ing (7 hours) Christian Life & Biblical Worldview Critical Thinking Elective Engagement (3 hours) Cultural Studies Elective Ific Inquiry (6 hours) Natural Science Elective Contexts (8 hours) Survey of Old & New Testament	Composition & Rhetoric  Communications Elective  3 Information Literacy Elective  3 Instructional Tech. for Online Learning  Math Elective (MATH 114 or higher)  3 Ing (7 hours)  Christian Life & Biblical Worldview  4 Critical Thinking Elective  3 Ingagement (3 hours)  Cultural Studies Elective  3 Iffic Inquiry (6 hours)  Natural Science Elective  3 Contexts (8 hours)  Survey of Old & New Testament  4	Composition & Rhetoric  Communications Elective  Information Literacy Elective  Information Literacy Elective  Solutions & Quantitative Reasoning (3-6 hours) Instructional Tech. for Online Learning  Math Elective (MATH 114 or higher)  O-3  Ing (7 hours)  Christian Life & Biblical Worldview  Critical Thinking Elective  Engagement (3 hours)  Cultural Studies Elective  Social Science Elective  Contexts (8 hours)  Survey of Old & New Testament  Survey of Old & New Testament  A  Information Literacy Elective  3  Information Literacy Elective  4  Information Literacy Elective  3  Inf	Composition & Rhetoric  Communications Elective  Information Literacy Elective  Information Literacy Elective  Solutions & Quantitative Reasoning (3-6 hours)  Instructional Tech. for Online Learning  Math Elective (MATH 114 or higher)  Oritical Thinking Elective  Engagement (3 hours)  Cultural Studies Elective  Social Science Elective  Contexts (8 hours)  Survey of Old & New Testament  A	BUSI 201	Composition & Rhetoric  Communications Elective  3 BUSI 201 Intermediate Business Computer Apps. <sup>3</sup> BUSI 230 Introduction to Probability & Statistics <sup>3</sup> BUSI 240 Organizational Behavior I <sup>3</sup> MAJOR   MAJOR  Solutions & Quantitative Reasoning (3-6 hours) <sup>1</sup> Instructional Tech. for Online Learning  O-3 ACCT 211 Financial Accounting  Math Elective (MATH 114 or higher)  3 ACCT 370 Financial Statement Analysis  BuSI 301 Business Law  Christian Life & Biblical Worldview <sup>2</sup> 4 BUSI 303 International Business  Critical Thinking Elective  3 BUSI 310 Principles of Management  BUSI 320 Corporate Finance  Engagement (3 hours) <sup>1</sup> BUSI 330 Principles of Marketing  Cultural Studies Elective  3 BUSI 342 Human Resource Management  BUSI 400 Strategic Planning/Business Policy  iffic Inquiry (6 hours) <sup>1</sup> BUSI 411 Operations Management  Natural Science Elective  3 BUSI 472 Organizational Ethics  Social Science Elective  3 BUSI 472 Organizational Ethics  Social Science Elective  3 BUSI 472 Organizational Ethics  Social Science Elective  4 BUSI 331 Principles of Microeconomics  ECON 214 Principles of Macroeconomics  ECON 214 Principles of Macroeconomics  Contexts (8 hours) <sup>1</sup> Survey of Old & New Testament  4 BUSI 331 Marketing Research  BUSI 436 Digital Marketing in a Virtual World  BUSI 439 Conversion & Optimization	Composition & Rhetoric 3 BUSI 201 Intermediate Business Computer Apps. 3 3 BUSI 201 Introduction to Probability & Statistics 3 3 Information Literacy Elective 3 BUSI 230 Introduction to Probability & Statistics 3 3 Information Literacy Elective 3 BUSI 240 Organizational Behavior I <sup>2</sup> 3 3 Information Literacy Elective 3 BUSI 240 Organizational Behavior I <sup>2</sup> 3 3 Information Literacy Elective 3 BUSI 240 Organizational Behavior I <sup>2</sup> 3 3 Information Literacy Elective 3 BUSI 240 Organizational Behavior I <sup>2</sup> 3 3 Information Literacy Elective Reasoning (3-6 hours) Instructional Tech. for Online Learning 0-3 ACCT 211 Financial Accounting 3 ACCT 212 Managerial Accounting 3 ACCT 370 Financial Statement Analysis 3 Ing (7 hours) Instructional Elective BUSI 301 Business Law 3 BUSI 301 Business Law 3 Critical Thinking Elective 3 BUSI 302 Corporate Finance 3 BUSI 303 International Business 3 Critical Thinking Elective 3 BUSI 330 Principles of Management 3 BUSI 330 Principles of Marketing 3 BUSI 340 Strategic Planning/Business Policy 3 BUSI 340 Strategic Planning/Business Policy 3 BUSI 440 Organizational Ethics 3 BUSI 472 Organizational Ethics 3 Social Science Elective 3 BUSI 472 Organizational Ethics 3 BUSI 472 Organizational Ethics 3 ECON 213 Principles of Macroeconomics 3 ECON 214 Principles of Macroeconomics 3 ECON 21	Business Computer Apps.   3

## 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

50% 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

#### 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

<sup>2</sup>Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

<sup>3</sup>Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <a href="www.liberty.edu/gened">www.liberty.edu/gened</a>

<sup>4</sup>Internship (maximum 6 hours) is strongly recommended

st semester of a student's anticipated graduation date

Suggested Course Sequence on second page

Revised: 03.18.2019 Effective: Catalog Term 2019-40

# SUGGESTED COURSE SEQUENCE

## FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	RLGN 104	4
ENGL 101	3	Critical Thinking Elective <sup>1</sup>	3
UNIV 104	0-3	Information Literacy Elect. <sup>1</sup> [BUSI 201]	3
Communications Elective <sup>1</sup>	3	Math Elective <sup>1</sup> [BUSI 230]	3
Social Sciences Elective <sup>1</sup> [BUSI 24	0] <u>3</u>	Natural Science Elective <sup>1</sup>	<u>3</u>
	Total 13-16	Total	16
	SOPHOMOR	RE YEAR	
THEO 104	4	Cultural Studies Elective <sup>1</sup>	3
Information Literacy Elective <sup>1</sup>	3	ACCT 212	3
ACCT 211	3	ECON 213	3
BUSI 310	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
	Total 16	Total	15
	JUNIOR Y	YEAR	
BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 330	3	BUSI 331	3
ECON 214	3	BUSI 436	3
Elective	<u>3</u>	Elective	<u>3</u>
	Total 15	Total	15
	SENIOR Y	YEAR	
BUSI 342	3	BUSI 400	3
BUSI 411	3	BUSI 442	3
BUSI 439	3	Elective	3
BUSI 472	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Elective	Total 15	Total	1.5

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