LIBERTY UNIVERSITY

Bachelor of Science in Business Administration
Digital Marketing and Advertising Cognate
2019-2020 Degree Completion Plan

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/
FOUNDATIONAL SKILLS REQUIREMENTS (44-47 hours)

Course		Hrs	Sem	Grade
Communication & Information Literacy (13 hours)[1]				
ENGL 101	Composition & Rhetoric	3		
INQR 101	Inquiry 101	1		
_____	Communications Elective	3		
_____	Information Literacy Elective	3		
_____	Information Literacy Elective	3		
Technological Solutions & Quantitative Reasoning (4-7 hours)[1]				
UNIV 101	University Core Competencies	1		
MATH ____	Math Elective (MATH 114 or higher)	3		
_____	Technology Competency[2]	0-3		
Critical Thinking (8 hours)[1]				
RLGN 105	Intr Bwvw/Contemp Moral Issues[3]	2		
RSCH 201	Research 201	3		
_____	Critical Thinking Elective	3		
Civic & Global Engagement (5 hours)[1]				
EVAN 101	Evangelism & Christian Life[3]	2		
_____	Cultural Studies Elective	3		
Social & Scientific Inquiry (6 hours)[1]				
_____	Natural Science Elective	3		
_____	Social Science Elective	3		
Christianity & Contexts (8 hours)[1]				
BIBL 105	Old Testament Survey	2		
BIBL 110	New Testament Survey	2		
THEO 201	Theology Survey I[3]	2		
THEO 202	Theology Survey II[3]	2		

Course		Hrs	Sem	Grade
Major Foundational Courses (3-9 hours)				
BUSI 201	Intermediate Business Computer Apps.[4]	3		
BUSI 230	Introduction to Probability & Statistics[4]	3		
BUSI 240	Organizational Behavior I[4]	3		
MAJOR				
	Core (42 hours)			
ACCT 211	Financial Accounting	3		
ACCT 212	Managerial Accounting	3		
ACCT 370	Financial Statement Analysis	3		
BUSI 301	Business Law	3		
BUSI 303	International Business	3		
BUSI 310	Principles of Management	3		
BUSI 320	Corporate Finance	3		
BUSI 330	Principles of Marketing	3		
BUSI 342	Human Resource Management	3		
BUSI 411	Operations Management	3		
BUSI 472	Organizational Ethics	3		
BUSI 490	Capstone	3		
ECON 213	Principles of Microeconomics	3		
ECON 214	Principles of Macroeconomics	3		
	Cognate (12 hours)			
BUSI 331	Marketing Research	3		
BUSI 436	Digital Marketing in a Virtual World	3		
BUSI 439	Conversion & Optimization	3		
BUSI 442	Customer Retention Through Digi. Mkt.	3		

FREE ELECTIVES (10-19 hours)[5]

_____	_____	_		
_____	_____	_		
_____	_____	_		
_____	_____	_		
_____	_____	_		

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

Notes
All applicable prerequisites must be met

[1]Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skill requirements

[2]All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information

[3]Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 and EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 and THEO 202 waived

[4]Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at www.liberty.edu/gened

[5]Internship (maximum 6 hours) is strongly recommended

Suggested Course Sequence on second page

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	0
CSER	0	Total	16
Total	13-16		

SOPHOMORE YEAR

RSCH 201	3	EVAN 101	2
THEO 201	2	THEO 202	2
Critical Thinking Elective[1]	3	ACCT 212	3
ACCT 211	3	ECON 213	3
BUSI 310	3	Elective	3
CSER	0	Elective	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 330	3	BUSI 331	3
ECON 214	3	BUSI 436	3
CSER	0	Elective	1
Total	15	CSER	0
		Total	16

SENIOR YEAR

BUSI 342	3	BUSI 442	3
BUSI 411	3	BUSI 490	3
BUSI 439	3	Elective	3
BUSI 472	3	Elective	3
Elective	3	Elective	3
CSER	0	CSER	0
Total	15	Total	15

Notes
[1]Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in core competency requirements
[2]All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment
 for more information