

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

Marketing - Project Cognate

2019-2020 Degree Completion Plan

# THE GRADUATE SCHOOL

CORE COURSES (48 hours)			<u>Sem</u>	<b>Grade</b>
BUSI 701	DBA Current Topics <sup>1</sup>	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		
<b>BUSI 885</b>	Research Concept <sup>1</sup>	3		
BUSI 887	Applied Doctoral Research Project I <sup>1</sup>	5		
BUSI 888	Applied Doctoral Research Project II <sup>1</sup>	5		
BUSI 889	Applied Doctoral Research Project III <sup>1</sup>	5		
BUSI 890	Applied Doctoral Research Project IV <sup>1</sup>	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 minimum number of 45 hours must be completed through Liberty University, not to include credits from a prior degree earned through Liberty

A maximum of 15 hours of transfer credit, including credit from a degree on the same academic level previously earned through Liberty, may be applied to the degree 3.25 GPA

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

Degree must be completed within 5 years

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

## Offered in Online Format

Revised: 12.13.2019

#### Notes

All applicable prerequisites must be met <sup>1</sup>Cannot be transferred from another institution Suggested course sequence on second page

Effective Catalog Term: 2020-20

# 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)		<u>3</u>
BUSI 614 (D Term)		3		Total	6
BUSI 770 (D Term)		<u>3</u>			
	Total	12			
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Fifth Semester			Sixth Semester		
Fifth Semester BUSI 885	T 1	<u>3</u>	Sixth Semester BUSI 887	T 1	<u>5</u>
	Total	<u>3</u> 3		Total	<u>5</u> 5
	Total			Total	<u>5</u> 5
	Total			Total	<u>5</u> 5
BUSI 885	Total	3	BUSI 887	Total	5
BUSI 885  Seventh Semester	Total		BUSI 887  Eighth Semester	Total	<u>5</u> 5
BUSI 885  Seventh Semester		3	BUSI 887  Eighth Semester		5
BUSI 885  Seventh Semester		3	BUSI 887  Eighth Semester		5
BUSI 885  Seventh Semester		3	BUSI 887  Eighth Semester		5
BUSI 885  Seventh Semester BUSI 888		3	BUSI 887  Eighth Semester		5
Seventh Semester BUSI 888  Ninth Semester		3 - <u>5</u> 5	BUSI 887  Eighth Semester		5

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