ADVANCED CORE COURSES (21 hours)

		Hrs	Sem	Grade
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 minimum 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
3.0 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

Program Offered in Online Format

Notes
All applicable prerequisites must be met
[1]DIGI 700 is required of all entering doctoral students, and is a prerequisite for all
remaining courses
[2]Students entering BUSI 815 must have completed DIGI 710 and 720
Suggested Course Sequence on second page

Revised: 04.19.2019

SUGGESTED COURSE SEQUENCE

First Semester

DIGI 700[1]		3
BMAL 703		3
DIGI 705		3
	Total	9

Second Semester

BMAL 704		3
COMS 640		3
DIGI 710		3
STCO 546		3
	Total	12

Third Semester

DIGI 720		3
EDUC 816		3
DIGI 845		3
STCO 638		3
	Total	12

Fourth Semester

BUSI 815[2]		3
DIGI 825		3
DIGI 835		3
STCO 658		3
	Total	12

Fifth Semester

COMS 987		5
	Total	5

Sixth Semester

COMS 988		5
	Total	5

Seventh Semester

COMS 989		5
	Total	5

Eighth Semester

COMS 990		0
	Total	0

Notes

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

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