LIBERTY
U N I V E R S I T Y.
THE GRADUATE SCHOOL

Doctor of Philosophy in Strategic Media (Ph.D.)
2019-2020 Degree Completion Plan

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 830	Seminar: Design, Technology, & Visualization	3		
DIGI 850	Interactive Media Design	3		
DIGI 880	Research Concepts	3		

RESEARCH COURSES (12 hours)				
BUSI 815	Qualitative Research Methods	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)				
DIGI 825	Seminar: From Digital Analytics to Comm. Action	3		
DIGI 845	Visualization & Social Media	3		
STCO 622	Strategic Organizational Communication	3		
STCO 638	Video Storytelling	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

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

Program Offered in Online Format
Revised: 07.26.2019

Suggested Course Sequence on second page

Effective: Catalog Term 2020-20

SUGGESTED COURSE SEQUENCE

First Semester			Second Semester		
DIGI 700[1]		3	BMAL 704		3
BMAL 703		3	DIGI 710		3
DIGI 705		3	DIGI 830		3
	Total	9	DIGI 845		3
				Total	12

Third Semester			Fourth Semester		
DIGI 720		3	BUSI 815		3
EDUC 816		3	DIGI 825		3
STCO 622		3	DIGI 850		3
STCO 638		3	DIGI 880		3
	Total	12		Total	12

Fifth Semester			Sixth Semester		
COMS 987		5	COMS 988		5
	Total	5		Total	5

Seventh Semester			Eighth Semester		
COMS 989		5	COMS 990		0
	Total	5		Total	0

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