LIBERTY UNIVERSITY ONLINE

Important: This degree plan is effective for those starting this degree program in fall 2018 through summer 2019. 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/
CORE COMPETENCY REQUIREMENTS (39-42 hours)

Course		Hrs	Sem	Grade
Communication (6 hours)[1]				
ENGL 101	Composition & Rhetoric	3		
_____	Communications Elective	3		
Math, Science & Technology (6-9 hours)[1]				
MATH ____	Math Elective (MATH 114 or higher)	3		
_____	Natural Science Elective	3		
UNIV 104	Instructional Tech. for Online Learning	0-3		
Information Literacy (6 hours)[1]				
_____	Composition Elective	3		
_____	Information Literacy Elective[2]	3		
Critical Thinking (9 hours)[1]				
_____	Literature OR Philosophy Elective	3		
_____	Social Science Elective	3		
_____	Cultural Studies Elective	3		
Christian Life & Thought (12 hours)[1,3]				
BIBL 104	Survey of Old & New Testament	4		
RLGN 104	Christian Life & Biblical Worldview	4		
THEO 104	Introduction to Theology Survey	4		

Course		Hrs	Sem	Grade
Major Foundational Courses (0-3 hours)[4]				
SCOM 110	Media & Culture	3		
MAJOR				
	Core (36 hours)			
ARTS 222	Introduction to Graphic Design	3		
ARTS 224	Media Design	3		
ARTS 319	Mobile & Interactive Tech. Application	3		
DMCA 499	Internship	3		
JOUR 225	Media Writing	3		
STCO 289	Digital Promotion Tech & Applications	3		
STCO 307	Strategic Communication	3		
STCO 346	Persuasive Advertising & Storytelling	3		
STCO 348	Strategic Social Media	3		
STCO 356	Digital/Social/Mobil Comm. Strategies	3		
STCO 426	Creating Affiliate Loyalty in Digital Age	3		
STCO 487	Agency/Field Projects	3		
	Cognate (9 hours)			
STCO 357	Public Relations & Promotion Tactics	3		
STCO 367	Best Practices: Strategic Comm. Mgmt.	3		
STCO 372	Employee & Organizational Comm.	3		

FREE ELECTIVES (30-36 hours)

_____	_____	_	___	___
_____	_____	_	___	___
_____	_____	_	___	___
_____	_____	_	___	___
_____	_____	_	___	___
_____	_____	_	___	___
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_____	_____	_	___	___
_____	_____	_	___	___

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 taken through Liberty University
30	Hours must be completed through Liberty University
Grad App	Submission of Graduation Application must be completed within the last semester of a student's anticipated graduation date

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 core competency requirements

[2]HIUS 221, 222, or 223 is strongly recommended

[3]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

[4]Major Foundational Courses can also fulfill General Education/Core Competency requirements as applicable

Suggested Course Sequence on second page

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	Composition Elective[1]	3
ENGL 101	3	Information Literacy Elective[1,2]	3
UNIV 104	0-3	Literature or Philosophy Elective[1]	3
Communication Elective[1] [SCOM 110]	3	Math Elective[1]	3
Social Science Elective[1]	3	Natural Science Elective[1]	3
Total	13-16	Total	15

SOPHOMORE YEAR

RLGN 104	4	THEO 104	4
Cultural Studies Elective[1]	3	ARTS 224	3
ARTS 222	3	STCO 289	3
JOUR 225	3	Elective	3
Elective	3	Elective	3
Total	16	Total	16

JUNIOR YEAR

ARTS 319	3	STCO 346	3
STCO 307	3	STCO 348	3
Elective	3	STCO 356	3
Elective	3	Elective	3
Elective	3	Elective	3
Total	15	Total	15

SENIOR YEAR

STCO 357	3	DMCA 499	3
STCO 367	3	STCO 487	3
STCO 372	3	Elective	3
STCO 426	3	Elective	3
Elective	3	Elective	3
Total	15	Total	15

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