LIBERTY UNIVERSITY ONLINE

Bachelor of Science in Business Administration
Marketing Analytics Cognate

2022-2023 Degree Completion Plan

Important: This degree plan is effective for those starting this degree program in fall 2022 through summer 2023. 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 (39-42 hours)

Course		Hrs	Sem	Grade
Communication & Information Literacy (12 hours)[1]				
ENGL 101	Composition & Rhetoric	3		
	Communications Elective	3		
	Information Literacy Elective	3		
	Information Literacy Elective	3		
Technological Solutions & Quantitative Reasoning (3-6 hours)[1]				
UNIV 104	Instructional Tech. for Online Learning	0-3		
MATH ___	Math Elective (MATH 114 or higher)	3		
Critical Thinking (7 hours)[1]				
RLGN 104	Christian Life & Biblical Worldview[2]	4		
	Critical Thinking Elective	3		
Civic & Global Engagement (3 hours)[1]				
	Cultural Studies Elective	3		
Social & Scientific Inquiry (6 hours)[1]				
	Natural Science Elective	3		
	Social Science Elective	3		
Christianity & Contexts (8 hours)[1]				
BIBL 104	Survey of Old & New Testament	4		
THEO 104	Introduction to Theology Survey[2]	4		

Course		Hrs	Sem	Grade
Major Foundational Courses (0-9 hours)				
BUSI 201	Intermediate Business Computer Apps.[3]	3		
BUSI 230	Introduction to Probability & Statistics[3]	3		
BUSI 240	Organizational Behavior I[3]	3		

MAJOR

Course		Hrs	Sem	Grade
Core (42 hours)				
ACCT 211	Financial Principles	3		
ACCT 212	Managerial Principles	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 400	Strategic Planning/Business Policy	3		
BUSI 411	Operations Management	3		
BUSI 472	Organizational Ethics	3		
ECON 213	Principles of Microeconomics	3		
ECON 214	Principles of Macroeconomics	3		
Cognate (12 hours)				
BUSI 331	Marketing Research	3		
BUSI 332	Consumer Behavior	3		
BUSI 447	Digital Marketing Analytics	3		
BUSI 453	Applied Marketing Analysis	3		

FREE ELECTIVES (15-27 hours)[4]

___	_____	-		
___	_____	-		
___	_____	-		
___	_____	-		
___	_____	-		

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
- **25%** 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

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 skills requirements

[2] 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

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

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

Suggested Course Sequence on second page

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	RLGN 104	4
ENGL 101	3	Critical Thinking Elective[1]	3
UNIV 104	0-3	Information Literacy Elect.[1] [BUSI 201]	3
Communications Elective[1]	3	Math Elective[1] [BUSI 230]	3
Social Sciences Elective[1] [BUSI 240]	3	Natural Science Elective[1]	3
	Total 13-16		Total 16

SOPHOMORE YEAR

THEO 104	4	Cultural Studies Elective[1]	3
Information Literacy Elective[1]	3	ACCT 212	3
ACCT 211	3	ECON 213	3
BUSI 310	3	BUSI 331	3
BUSI 330	3	Elective	3
	Total 16		Total 15

JUNIOR YEAR

BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 447	3	BUSI 342	3
ECON 214	3	BUSI 453	3
Elective	3	Elective	3
	Total 15		Total 15

SENIOR YEAR

BUSI 332	3	Elective	3
BUSI 400	3	Elective	3
BUSI 411	3	Elective	3
BUSI 472	3	Elective	3
Elective	3	Elective	3
	Total 15		Total 15

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