

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

Marketing Cognate

2022-2023 Degree Completion Plan

THE GRADUATE SCHOOL

CORE COURSES (48 hours)			<u>Sem</u>	Grade
BUSI 701	DBA Current Topics ¹	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		
BUSI 885	Research Concept ¹	3		
BUSI 887	Applied Doctoral Research Project I ¹	5		
BUSI 888	Applied Doctoral Research Project II ¹	5		
BUSI 889	Applied Doctoral Research Project III ¹	5		
BUSI 890	Applied Doctoral Research Project IV ¹	0		
MARKETIN	IG 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 maximum of 50% of a post-graduate and doctoral degree may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level

No grades lower than a B- may be applied to the degree Degree must be completed within 7 years Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Offered in Online Format

Notes

All applicable prerequisites must be met

Cannot be transferred from another institution
Suggested Course Sequence on second page

Revised: 04.15.2022 Effective Catalog Term: 2022-40

SUGGESTED COURSE SEQUENCE

	_	Second Semester		
	3	BUSI 520 (B Term)		3
	3	BUSI 740 (B Term)		3
	3	BUSI 612 (D Term)		3
	<u>3</u>	BUSI 745 (D Term)		3
Total	12		Total	12
		Fourth Semester		_
	3	BUSI 820 (B Term)		3
	3	BUSI 830 (D Term)		3
	3		Total	6
	<u>3</u>			
Total	12			
		Sixth Semester		
	<u>3</u>	Sixth Semester BUSI 887		<u>5</u>
Total	. <u>3</u> 3		Total	<u>5</u> 5
Total	<u>3</u> 3		Total	<u>5</u> 5
Total	. <u>3</u> 3		Total	<u>5</u> 5
Total		BUSI 887	Total	
Total Total	3 3 5 5	BUSI 887 Eighth Semester	Total	5 5 5
	. <u>5</u>	BUSI 887 Eighth Semester		<u>5</u>
	. <u>5</u>	BUSI 887 Eighth Semester		<u>5</u>
	<u>5</u> 5	BUSI 887 Eighth Semester		<u>5</u>
	. <u>5</u>	BUSI 887 Eighth Semester		<u>5</u>
		3 3 3 12 Total 12	3 BUSI 520 (B Term) 3 BUSI 740 (B Term) 3 BUSI 612 (D Term) 3 BUSI 745 (D Term) Total 12 Fourth Semester BUSI 820 (B Term) 3 BUSI 830 (D Term) 3 3 3	3 BUSI 520 (B Term) 3 BUSI 740 (B Term) 3 BUSI 612 (D Term) 3 BUSI 745 (D Term) Total 12 Total Fourth Semester BUSI 820 (B Term) 3 BUSI 830 (D Term) 3 Total 3 Total

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