

## **Bachelor of Science in Business Administration**

Marketing: Sales Management and Professional Selling Cognate

2022-2023 Degree Completion Plan

# ONLINE

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/**

Course		<u>Hrs</u>	Sem	Grade	Course		<u>Hrs</u>	Sem	Gı	
Communica	tion & Information Literacy (12 hour	rs) <sup>1</sup>			Major Foun	dational Courses (0-9 hours)	3 3			
ENGL 101	Composition & Rhetoric	3			BUSI 201	Intermediate Business Computer Apps. <sup>3</sup>	3			
	Communications Elective	3			BUSI 230	Introduction to Probability & Statistics <sup>3</sup>	3			
	Information Literacy Elective	3			BUSI 240	Organizational Behavior I <sup>3</sup>	3			
	Information Literacy Elective	3								
					<b>MAJOR</b>					
echnologic	al Solutions & Quantitative Reasonir	ıg (3-6	6 hours	$)^1$		Core (42 hours)				
NIV 104	Instructional Tech. for Online Learning	0-3			ACCT 211	Financial Principles	3			
MATH	Math Elective (MATH 114 or higher)	3			ACCT 212	Managerial Principles	3			
					ACCT 370	Financial Statement Analysis	3			
Critical Thinking (7 hours) <sup>1</sup>			BUSI 301	Business Law	3					
LGN 104	Christian Life & Biblical Worldview <sup>2</sup>	4			BUSI 303	International Business	3			
	Critical Thinking Elective	3			BUSI 310	Principles of Management	3			
					BUSI 320	Corporate Finance	3		_	
Civic & Global Engagement (3 hours) <sup>1</sup>				BUSI 330	Principles of Marketing	3				
	Cultural Studies Elective	3			BUSI 342	Human Resource Management	3			
					BUSI 400	Strategic Planning/Business Policy	3			
Social & Scientific Inquiry (6 hours) <sup>1</sup>			BUSI 411	Operations Management	3					
	Natural Science Elective	3			BUSI 472	Organizational Ethics	3			
	Social Science Elective	3			ECON 213	Principles of Microeconomics	3			
					ECON 214	Principles of Macroeconomics	3			
hristianity	& Contexts (8 hours) <sup>1</sup>					•				
IBL 104	Survey of Old & New Testament	4				Cognate (12 hours)				
HEO 104	Introduction to Theology Survey <sup>2</sup>	4			BUSI 331	Marketing Research	3			
					BUSI 332	Consumer Behavior	3			
					BUSI 431	Sales Mgmt. & Professional Selling	3			
					BUSI 446	Retailing & Category Management	3			
					BUSI 431 BUSI 446	BUSI 431 Sales Mgmt. & Professional Selling			3	
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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

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  $\underline{www.liberty.edu/gened}$  before enrolling in foundational skills requirements

<sup>2</sup>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

3Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <a href="https://www.liberty.edu/gened">www.liberty.edu/gened</a>

<sup>4</sup>Internship (maximum 6 hours) is strongly recommended

Suggested Course Sequence on second page

Revised: 04 29.2022 Effective: Catalog Term 2022-40

# SUGGESTED COURSE SEQUENCE

#### FRESHMAN YEAR

First Semester		Second Semester	,
BIBL 104	4	RLGN 104	4
ENGL 101	3	Critical Thinking Elective <sup>1</sup>	3
UNIV 104	0-3	Information Literacy Elect. <sup>1</sup> [BUSI 201]	
Communications Elective <sup>1</sup>	3	Math Elective <sup>1</sup> [BUSI 230]	3
Social Sciences Elective <sup>1</sup> [BUSI 240]	<u>3</u>	Natural Science Elective <sup>1</sup>	3
Γ	otal 13-16	Total	16
	SOPHOMOR	E YEAR	
THEO 104	4	Cultural Studies Elective <sup>1</sup>	3
Information Literacy Elective <sup>1</sup>	3	ACCT 212	3
ACCT 211	3	ECON 213	3
BUSI 310	3	Elective	3
Elective	<u>3</u>	Elective	3
Т	otal 16	Total	15
	JUNIOR Y	EAR	
BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 330	3	BUSI 331	3
ECON 214	3	BUSI 342	3
Elective	<u>3</u>	Elective	3
Т	otal 15	Total	15
	SENIOR Y	EAR	
BUSI 332	3	BUSI 400	3
BUSI 411	3	BUSI 446	3
BUSI 431	3	Elective	3
BUSI 472	3	Elective	3
Elective	<u>3</u>	Elective	3
Т	otal 15	Total	15

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