

CORE COURSES (27 hours)

	<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
BUSI 520 Strategic Marketing Management	3	_____	_____
BUSI 612 Marketing Promotions	3	_____	_____
BUSI 613 Supply Chain Management	3	_____	_____
BUSI 614 Marketing Research	3	_____	_____
MRKT 600 Applied Market Research	3	_____	_____
MRKT 640 Consumer Behavior	3	_____	_____
MRKT 661 Ethical & Legal Issues in Marketing	3	_____	_____
MRKT 670 Brand Management	3	_____	_____
MRKT 690 Marketing Strategy Capstone	3	_____	_____

SOCIAL MEDIA MANAGEMENT COGNATE (9 hours)

STCO 533 Video, Social, & Mobile Promotion	3	_____	_____
STCO 546 Effective Social Media	3	_____	_____
STCO 648 Setting Social & Interactive Goals			
<u>or</u> STCO 658 Strategic Communication Campaigns for the Digital Age	3	_____	_____
TOTAL HOURS	36		

Graduation Requirements

Complete 36 hours

A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level

3.0 GPA

No more than 2 grades of C may be applied to the degree (includes grades of C+ & C-)

No grade of D or below may be applied to the degree (includes grades of D+ & D-)

Liberty University course work that is more than 10 years old may not be applied towards this degree. Students are required to repeat the course if it has exceeded the age limit

Degree must be completed within 5 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
 Suggested Course Sequence on second page*

SUGGESTED COURSE SEQUENCE

First Semester

BUSI 520	3
BUSI 612	3
BUSI 613	<u>3</u>
Total	9

Second Semester

BUSI 614	3
STCO 533	3
MRKT 600	<u>3</u>
Total	9

Third Semester

MRKT 640	3
MRKT 661	3
STCO 546	<u>3</u>
Total	9

Fourth Semester

STCO 648 or 658	3
MRKT 670	3
MRKT 690	<u>3</u>
Total	9