

<b><u>CORE COURSES (33 hours)</u></b>		<b><u>Hrs</u></b>	<b><u>Sem</u></b>	<b><u>Grade</u></b>
BUSI 520	Strategic Marketing Management	3	_____	_____
BUSI 530	Managerial Finance	3	_____	_____
BUSI 561	Legal Issues in Business	3	_____	_____
BUSI 600	Business Research Methods	3	_____	_____
BUSI 601	Accounting for Decision Making	3	_____	_____
BUSI 604	International Business	3	_____	_____
BUSI 610	Organizational Design & Structure	3	_____	_____
BUSI 620	Global Economic Environment	3	_____	_____
BUSI 642	Contemporary Issues in Human Resource Management	3	_____	_____
BUSI 650	Operations Management	3	_____	_____
BUSI 690	Policy & Strategy in Global Competition	3	_____	_____
<b><u>PUBLIC RELATIONS COGNATE (12 hours)</u></b>				
COMS 560	Communication & Conflict	3	_____	_____
STCO 532	Media Technologies & Communication Strategies	3	_____	_____
STCO 658	Strategic Communication Campaigns for the Digital Age	3	_____	_____
_____	_____ <sup>1</sup>	3	_____	_____
<b>TOTAL HOURS</b>		<b>45</b>		

**Graduation Requirements**

Complete 45 total 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 Resident and Online Format**

**Notes**

*All applicable prerequisites must be met*

<sup>1</sup>Choose one course from the following: BMAL 500, BUSI 502, 503, 504, 605, 606, 607, 612, 613, 614, 643, 644, 645, 680, 681, or 682

*Suggested Course Sequence on second page*

**SUGGESTED COURSE SEQUENCE**

<u>First Semester</u>		<u>Second Semester</u>	
BUSI 520	3	BUSI 604	3
BUSI 600	3	BUSI 620	3
BUSI 642	<u>3</u>	COMS 560	<u>3</u>
Total	9	Total	9

<u>Third Semester</u>		<u>Fourth Semester</u>	
BUSI 530	3	BUSI 610	3
BUSI 601	3	BUSI 650	3
STCO 532	<u>3</u>	STCO 658	<u>3</u>
Total	9	Total	9

<u>Fifth Semester</u>	
BUSI 561	3
BUSI 690	3
Elective <sup>1</sup>	<u>3</u>
Total	9

**Note**

<sup>1</sup>Choose one course from the following: BMAL 500, BUSI 502, 503, 504, 605, 606, 607, 612, 613, 614, 643, 644, 645, 680, 681, or 682