

**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          | _____      | _____        |

**SPORTS MARKETING & MEDIA COGNATE (9 hours)**

|                    |   |           |       |       |
|--------------------|---|-----------|-------|-------|
| SMGT 502           | Sport Marketing & Public Relations        | 3         | _____ | _____ |
| SMGT 506           | Economics & Financial Management of Sport | 3         | _____ | _____ |
| SMGT 632           | Sport Development & Sales                 | 3         | _____ | _____ |
| <b>TOTAL HOURS</b> |   | <b>36</b> |       |       |

**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        |
| MRKT 600 | 3        |
| SMGT 502 | <u>3</u> |
| Total    | 9        |

Third Semester

|          |          |
|----------|----------|
| MRKT 640 | 3        |
| MRKT 661 | 3        |
| SMGT 506 | <u>3</u> |
| Total    | 9        |

Fourth Semester

|          |          |
|----------|----------|
| MRKT 670 | 3        |
| MRKT 690 | 3        |
| SMGT 632 | <u>3</u> |
| Total    | 9        |