

BUSINESS ADMINISTRATION (D.B.A.) - MARKETING

Important: This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Core Courses		
BUSI 701	Current Topics in Business Administration 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	Managing the Supply Chain	3
BUSI 745	Marketing for Competitive Advantage	3
BUSI 750	Managing Human Resources	3
BUSI 770	Strategy Formulation and Strategic Thinking	3
BUSI 820	Quantitative Research Methods	3
BUSI 830	Case Study Research Methods and 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
Total Hours		48

¹ Cannot be transferred from another institution

Code	Title	Hours
Marketing Cognate		
BUSI 520	Strategic Marketing Management	3
BUSI 612	Marketing Promotions	3
BUSI 613	Supply Chain Management	3
BUSI 614	Marketing Research	3
Total Hours		12

All applicable prerequisites must be met

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
- 3.0 GPA
- 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

Program Offered in Online Format Course Sequence

Course	Title	Hours
First Semester		
BUSI 701	Current Topics in Business Administration	3
BUSI 710	Foundations of Applied Research Methods	3
BUSI 730	Strategic Allocation of Financial Resources	3
BUSI 735	Understanding the Organization	3
Hours		12
Second Semester		
BUSI 520	Strategic Marketing Management	3
BUSI 612	Marketing Promotions	3
BUSI 740	Managing the Supply Chain	3
BUSI 745	Marketing for Competitive Advantage	3
Hours		12
Third Semester		
BUSI 613	Supply Chain Management	3
BUSI 614	Marketing Research	3
BUSI 750	Managing Human Resources	3
BUSI 770	Strategy Formulation and Strategic Thinking	3
Hours		12
Fourth Semester		
BUSI 820	Quantitative Research Methods	3
BUSI 830	Case Study Research Methods and Consulting Techniques	3
Hours		6
Fifth Semester		
BUSI 885	Research Concept	3
Hours		3
Sixth Semester		
BUSI 887	Applied Doctoral Research Project I	5
Hours		5
Seventh Semester		
BUSI 888	Applied Doctoral Research Project II	5
Hours		5
Eighth Semester		
BUSI 889	Applied Doctoral Research Project III	5
Hours		5
Ninth Semester		
BUSI 890	Applied Doctoral Research Project IV	0
Hours		0
Total Hours		60