

BUSINESS ADMINISTRATION (M.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 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 and 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 and Strategy in Global Competition	3
Total Hours		33

Code	Title	Hours
Marketing Cognate		
BUSI 612	Marketing Promotions	3
BUSI 613	Supply Chain Management	3
BUSI 614	Marketing Research	3
MRKT 640	Consumer Behavior	3
Total Hours		12

All applicable prerequisites must be met

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 two 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

Program Offered in Resident & Online Format Course Sequence

Course	Title	Hours
First Semester		
BUSI 520	Strategic Marketing Management	3
BUSI 600	Business Research Methods	3
BUSI 642	Contemporary Issues in Human Resource Management	3
Hours		9
Second Semester		
BUSI 604	International Business	3
BUSI 612	Marketing Promotions	3
BUSI 620	Global Economic Environment	3
Hours		9
Third Semester		
BUSI 530	Managerial Finance	3
BUSI 601	Accounting for Decision Making	3
BUSI 613	Supply Chain Management	3
Hours		9
Fourth Semester		
BUSI 610	Organizational Design and Structure	3
BUSI 614	Marketing Research	3
BUSI 650	Operations Management	3
Hours		9
Fifth Semester		
BUSI 561	Legal Issues in Business	3
BUSI 690	Policy and Strategy in Global Competition	3
MRKT 640	Consumer Behavior	3
Hours		9
Total Hours		45