BUSINESS ADMINISTRATION (M.B.A.) - PUBLIC RELATIONS

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. 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
Public Relations Cognate		
COMS 560	Communication and Conflict	3
STCO 532	Media Technologies & Communication Strategies	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
Choose three credit hours of the following:		3
BMAL 500	Organizational Behavior	
BUSI 502	Servant Leadership	
BUSI 503	Leadership Theory	
BUSI 504	Leading Organizational Change	
BUSI 605	Environment of International Business	
BUSI 606	Global Financial Markets	
BUSI 607	Developing Global Markets	
BUSI 612	Marketing Promotions	
BUSI 613	Supply Chain Management	
BUSI 614	Marketing Research	
BUSI 643	Workforce Planning and Employment	
BUSI 644	Human Resources Development	
BUSI 645	Compensation Management	
BUSI 680	Advanced Project Management I	
BUSI 681	Advanced Project Management II	
BUSI 682	Global Project Management	
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 620	Global Economic Environment	3
COMS 560	Communication and Conflict	3
	Hours	**9**
Third Semester		
BUSI 530	Managerial Finance	3
BUSI 601	Accounting for Decision Making	3
STCO 532	Media Technologies & Communication Strategies	3
	Hours	**9**
Fourth Semester		
BUSI 610	Organizational Design and Structure	3
BUSI 650	Operations Management	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
	Hours	**9**
Fifth Semester		
BUSI 561	Legal Issues in Business	3
BUSI 690	Policy and Strategy in Global Competition	3
Elective [1]		3
	Hours	**9**
	Total Hours	**45**

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