MARKETING (M.S.) - PUBLIC RELATIONS

Important: This degree plan is effective for those starting this degree program in fall 2026 through summer 2027. 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
Program Courses		
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 and Legal Issues in Marketing	3
MRKT 670	Brand Management	3
MRKT 690	Marketing Strategy Capstone	3
Total Hours		**27**

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
Total Hours		**9**

All applicable prerequisites must be met

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 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 Online Format

Course Sequence

First Year		
First Semester		**Hours**
BUSI 520	Strategic Marketing Management	3
BUSI 612	Marketing Promotions	3
BUSI 613	Supply Chain Management	3
	Hours	**9**
Second Semester		
BUSI 614	Marketing Research	3
MRKT 600	Applied Market Research	3
STCO 532	Media Technologies & Communication Strategies	3
	Hours	**9**
Second Year		
Third Semester		
COMS 560	Communication and Conflict	3
MRKT 640	Consumer Behavior	3
MRKT 661	Ethical and Legal Issues in Marketing	3
	Hours	**9**
Fourth Semester		
MRKT 670	Brand Management	3
MRKT 690	Marketing Strategy Capstone	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
	Hours	**9**
	Total Hours	**36**