

MARKETING (M.S.) - PUBLIC RELATIONS

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 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

| Course | Title | Hours |
|-----------------------|--------------------------------|-------|
| First Semester | | |
| BUSI 520 | Strategic Marketing Management | 3 |
| BUSI 612 | Marketing Promotions | 3 |

| Course | Title | Hours |
|------------------------|---|-----------|
| 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 |
| 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 |