

BUSINESS ADMINISTRATION (B.S.) - DIGITAL MARKETING & ADVERTISING - RESIDENT

Important: This degree plan is effective for those starting this degree program in fall 2022 through summer 2023. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

General Education/Foundational Skills Requirements

Code	Title	Hours
Communication & Information Literacy ¹		
ENGL 101	Composition and Rhetoric	3
INQR 101	Inquiry	1
	Communications Elective	3
	Information Literacy Elective	3
	Information Literacy Elective	3
Technological Solutions & Quantitative Reasoning ¹		
UNIV 101	Foundational Skills	1
	Math Elective MATH 114 or higher	3
	Technology Competency ²	0-3
Critical Thinking ¹		
RLGN 105	Introduction to Biblical Worldview ³	2
RSCH 201	Research	3
	Critical Thinking Elective	3
Civic & Global Engagement ¹		
EVAN 101	Evangelism and the Christian Life ³	2
	Cultural Studies Elective	3
Social & Scientific Inquiry ¹		
	Natural Science Elective	3
	Social Science Elective	3
Christianity & Contexts ¹		
BIBL 105	Old Testament Survey	2
BIBL 110	New Testament Survey	2
THEO 201	Theology Survey I ³	2
THEO 202	Theology Survey II ³	2
Total Hours		44-47

¹ Refer to the list of approved general education electives before enrolling in foundational skill requirements

² All students must pass the Computer Assessment OR complete applicable INFT course

³ Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 Introduction to Biblical Worldview (2 c.h.) and EVAN 101 Evangelism and the Christian Life (2 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 Theology Survey I (2 c.h.) and THEO 202 Theology Survey II (2 c.h.) waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
BUSI 201	Intermediate Business Computer Applications ¹	3
BUSI 230	Introduction to Probability and Statistics ¹	3
BUSI 240	Organizational Behavior I ¹	3
Total Hours		9

¹ Course may fulfill select general education requirements

Code	Title	Hours
Major Core		
ACCT 211	Financial Accounting	3
ACCT 212	Managerial Accounting	3
ACCT 370	Financial Statement Analysis	3
BUSI 301	Business Law	3
BUSI 303	International Business	3
BUSI 310	Principles of Management	3
BUSI 320	Corporate Finance	3
BUSI 330	Principles of Marketing	3
BUSI 342	Human Resource Management	3
BUSI 411	Operations Management	3
BUSI 472	Organizational Ethics	3
BUSI 490	Capstone	3
ECON 213	Principles of Microeconomics	3
ECON 214	Principles of Macroeconomics	3
Total Hours		42

Code	Title	Hours
Cognate		
BUSI 331	Marketing Research	3
BUSI 436	Digital Marketing in a Virtual World	3
BUSI 439	Conversion and Optimization	3
BUSI 442	Customer Retention Through Digital Marketing	3
Total Hours		12

Code	Title	Hours
Free Electives		
	Choose 10-19 credit hours of Free Electives ¹	10-19
Total Hours		10-19

¹ Internship (maximum 6 hours) is strongly recommended

All applicable prerequisites must be met

Graduation Requirements

- 120 Total Hours
- 2.0 Overall grade point average
- 30 Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- 25% Of major and cognate taken through Liberty University
- 30 Hours must be completed through Liberty University

- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date
- **CSER** All requirements must be satisfied before a degree will be awarded