

BUSINESS ADMINISTRATION (B.S.) - MARKETING ANALYTICS - ONLINE

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
	Communications Elective	3
	Information Literacy Elective	3
	Information Literacy Elective	3
Technological Solutions & Quantitative Reasoning ¹		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
Critical Thinking ¹		
RLGN 104	Christian Life and Biblical Worldview ²	4
	Critical Thinking Elective	3
Civic & Global Engagement ¹		
	Cultural Studies Elective	3
Social & Scientific Inquiry ¹		
	Natural Science Elective	3
	Social Science Elective	3
Christianity & Contexts ¹		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey ²	4
Total Hours		39-42

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

² Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 Christian Life and Biblical Worldview (4 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 Introduction to Theology Survey (4 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 342	Human Resource Management	3
BUSI 400	Strategic Planning/Business Policy	3
BUSI 411	Operations Management	3
BUSI 472	Organizational Ethics	3
ECON 213	Principles of Microeconomics	3
ECON 214	Principles of Macroeconomics	3
Total Hours		39

Code	Title	Hours
Cognate		
BUSI 331	Marketing Research	3
BUSI 332	Consumer Behavior	3
BUSI 447	Digital Marketing Analytics	3
BUSI 453	Applied Marketing Analysis	3
Total Hours		12

Code	Title	Hours
Free Electives		
	Choose 15-27 credit hours of Free Electives ¹	15-27
Total Hours		15-27

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