

ADVERTISING (B.S.) - MANAGEMENT

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.

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 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
BUSI 330	Principles of Marketing	3
MATH 201	Introduction to Probability and Statistics	3
Total Hours		6

¹ Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <https://www.liberty.edu/gened>.

Code	Title	Hours
Major Courses		
ARTS 222	Graphic Design Foundations	3
ARTS 224	Media Design	3
BUSI 332	Consumer Behavior	3
CADV 110	Principles of Advertising	3
CADV 410	Advertising Research and Planning	3
CADV 415	Advertising Campaign Development	3
CADV 430	Ethics & Social Responsibility in Advertising	3
CADV 458	Advertising Portfolio	3
STCO 346	Persuasive Advertising and Storytelling	3
STCO 356	Digital/Social/Mobile Communication Strategies	3
STCO 357	Public Relations and Promotion Tactics	3
Total Hours		33

Code	Title	Hours
Management Cognate		
BUSI 313	Foundations of Project Management	3
CADV 210	Advertising & Communication Management	3
CADV 260	Market Analysis and Promotion Strategy	3
SCOM 345	Persuasion	3
STCO 372	Employee and Organizational Communication	3
Total Hours		15

Code	Title	Hours
Free Electives		
	Choose 27-30 credit hours of Free Electives	27-30
Total Hours		27-30

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

Course Sequence

Freshman Year		
First Semester		
	Communications Elective ¹	3
	Math Elective ¹	3
BUSI 313	Foundations of Project Management	3
ENGL 101	Composition and Rhetoric	3
UNIV 104	Instructional Technology for Successful Online Learning	0-3
Hours		12-15
Second Semester		
	Information Literacy Elective ¹	3

ARTS 222	Graphic Design Foundations	3
ARTS 224	Media Design	3
BUSI 330	Principles of Marketing	3
CADV 110	Principles of Advertising	3

Hours	15
--------------	-----------

Sophomore Year**First Semester**

Cultural Studies Elective ¹	3	
Natural Science Elective ¹	3	
BIBL 104	Survey of Old and New Testament	4
BUSI 332	Consumer Behavior	3
Elective		3

Hours	16
--------------	-----------

Second Semester

Critical Thinking Elective ¹	3	
Social Science Elective ¹	3	
THEO 104	Introduction to Theology Survey	4
Elective		3
Elective		3

Hours	16
--------------	-----------

Junior Year**First Semester**

CADV 410	Advertising Research and Planning	3
STCO 356	Digital/Social/Mobile Communication Strategies	3
Elective		3
Elective		3
Elective		3

Hours	15
--------------	-----------

Second Semester

CADV 210	Advertising & Communication Management	3
STCO 357	Public Relations and Promotion Tactics	3
CADV 415	Advertising Campaign Development	3
Elective		3
Elective		3

Hours	15
--------------	-----------

Senior Year**First Semester**

Information Literacy Elective ¹		3
CADV 260	Market Analysis and Promotion Strategy	3
STCO 346	Persuasive Advertising and Storytelling	3
Elective		3
Elective		3

Hours	15
--------------	-----------

Second Semester

RLGN 104	Christian Life and Biblical Worldview	4
CADV 430	Ethics & Social Responsibility in Advertising	3
SCOM 345	Persuasion	3
STCO 372	Employee and Organizational Communication	3

CADV 458	Advertising Portfolio	3
----------	-----------------------	---

Hours	16
--------------	-----------

Total Hours	120-123
--------------------	----------------

¹ Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <https://www.liberty.edu/gened>.

All applicable prerequisites must be met