

BUSINESS ADMINISTRATION (M.B.A.) - STRATEGIC MEDIA & DIGITAL CONTENT

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. 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 530	Managerial Finance	3
BUSI 561	Legal Issues in Business	3
BUSI 600	Business Research Methods	3
BUSI 601	Accounting for Decision Making	3
BUSI 604	International Business	3
BUSI 610	Organizational Design and Structure	3
BUSI 620	Global Economic Environment	3
BUSI 642	Contemporary Issues in Human Resource Management	3
BUSI 650	Operations Management	3
BUSI 690	Policy and Strategy in Global Competition	3
Total Hours		33
Strategic Media & Digital Content Cognate		
STCO 532	Media Technologies & Communication Strategies	3
STCO 534	Strategic Media Analysis	3
STCO 550	Best Practices: Transforming the Digital Organization	3
STCO 562	Using Emerging Trends in Strategic Communication	3
Total Hours		12

All applicable prerequisites must be met

Graduation Requirements

- Complete 45 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 Resident & Online Format Course Sequence

Course	Title	Hours
First Semester		
BUSI 520	Strategic Marketing Management	3
BUSI 600	Business Research Methods	3
BUSI 604	International Business	3
Hours		9
Second Semester		
BUSI 530	Managerial Finance	3
BUSI 620	Global Economic Environment	3
BUSI 642	Contemporary Issues in Human Resource Management	3
Hours		9
Third Semester		
BUSI 601	Accounting for Decision Making	3
BUSI 650	Operations Management	3
STCO 532	Media Technologies & Communication Strategies	3
Hours		9
Fourth Semester		
BUSI 610	Organizational Design and Structure	3
STCO 534	Strategic Media Analysis	3
STCO 550	Best Practices: Transforming the Digital Organization	3
Hours		9
Fifth Semester		
BUSI 561	Legal Issues in Business	3
BUSI 690	Policy and Strategy in Global Competition	3
STCO 562	Using Emerging Trends in Strategic Communication	3
Hours		9
Total Hours		45