

HEALTHCARE ADMINISTRATION (M.S.) - MARKETING

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 505	Healthcare Informatics	3
BUSI 506	Legal and Ethical Issues for Health Professionals	3
BUSI 508	Career Development in Healthcare Administration	3
BUSI 510	Organizational Behavior in Health Systems	3
BUSI 511	Healthcare Administration	3
BUSI 523	Financial Analysis and Decision Making in Healthcare	3
BUSI 528	Strategic Management and Marketing for Health Professionals	3
BUSI 611 or BUSI 619	Operations Management for Health Organizations Quality Assessment and Evidence Based Decision Making	3
BUSI 629	Economic Analysis in Healthcare	3
BUSI 630	Managerial Epidemiology	3
BUSI 640	Quantitative Methods in Healthcare Management	3
BUSI 646	Managing Human Capital in Healthcare	3
BUSI 691	Healthcare Administration Capstone	3
Total Hours		39

Code	Title	Hours
Marketing Cognate		
BUSI 520	Strategic Marketing Management	3
BUSI 612	Marketing Promotions	3
MRKT 670	Brand Management	3
Total Hours		9

All applicable prerequisites must be met

Graduation Requirements

- Complete 48 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 505	Healthcare Informatics	3
BUSI 508	Career Development in Healthcare Administration	3
BUSI 511	Healthcare Administration	3
Hours		9
Second Semester		
BUSI 506	Legal and Ethical Issues for Health Professionals	3
BUSI 510	Organizational Behavior in Health Systems	3
BUSI 523	Financial Analysis and Decision Making in Healthcare	3
Hours		9
Third Semester		
BUSI 520	Strategic Marketing Management	3
BUSI 528	Strategic Management and Marketing for Health Professionals	3
HLTH 503	Principles of Epidemiology	3
Hours		9
Fourth Semester		
BUSI 611 or BUSI 619	Operations Management for Health Organizations or Quality Assessment and Evidence Based Decision Making	3
BUSI 612	Marketing Promotions	3
BUSI 640	Quantitative Methods in Healthcare Management	3
Hours		9
Fifth Semester		
BUSI 629	Economic Analysis in Healthcare	3
BUSI 646	Managing Human Capital in Healthcare	3
BUSI 691	Healthcare Administration Capstone	3
MRKT 670	Brand Management	3
Hours		12
Total Hours		48