

BUSINESS ADMINISTRATION & DATA ANALYSIS (B.S.) - DIGITAL MARKETING & ADVERTISING - ONLINE

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.

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 201	Intermediate Business Computer Applications ¹	3
BUSI 205	Introduction to Business Research Methods ¹	3
BUSI 230	Introduction to Probability and Statistics ¹	3
BUSI 240	Organizational Behavior and Management ¹	3

Code	Title	Hours
ECON 213	Principles of Microeconomics ¹	3
Total Hours		15

¹ Course may fulfill select general education requirements

Code	Title	Hours
Major Core		
ACCT 211	Financial Principles	3
ACCT 212	Managerial Principles	3
ACCT 370	Financial Statement Analysis	3
BUSI 301	Legal and Ethical Concepts for Decision Makers	3
BUSI 303	International Business	3
BUSI 305	Business Analysis for Decision Making	3
BUSI 320	Finance Principles	3
BUSI 330	Principles of Marketing	3
BUSI 342	Human Resource Management	3
BUSI 400	Strategic Planning/Business Policy	3
BUSI 411	Operations Strategy	3
ECON 214	Principles of Macroeconomics	3
Total Hours		36

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 15-30 credit hours of Free Electives ¹		15-30
Total Hours		15-30

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

Course Sequence

Course	Title	Hours
First Year		
First Semester		
BIBL 104	Survey of Old and New Testament	4
ENGL 101	Composition and Rhetoric	3
UNIV 104	Instructional Technology for Successful Online Learning	0-3
Communications Elective ¹		3
Social Science Elective (BUSI 240) ¹		3
Hours		13-16
Second Semester		
RLGN 104	Christian Life and Biblical Worldview	4
Critical Thinking Elective (BUSI 205) ¹		3
Information Literacy Elective (BUSI 201) ¹		3
Math Elective (BUSI 230) ¹		3
Natural Science Elective ¹		3
Hours		16
Second Year		
First Semester		
THEO 104	Introduction to Theology Survey	4
Information Literacy Elective ¹		3
ACCT 211	Financial Principles	3
BUSI 305	Business Analysis for Decision Making	3
ECON 214	Principles of Macroeconomics	3
Hours		16
Second Semester		
ECON 213	Principles of Microeconomics	3
Cultural Studies Elective ¹		3
ACCT 212	Managerial Principles	3
BUSI 330	Principles of Marketing	3
Elective		3
Hours		15
Third Year		
First Semester		
BUSI 303	International Business	3
BUSI 320	Finance Principles	3
BUSI 331	Marketing Research	3
BUSI 436	Digital Marketing in a Virtual World	3
Elective		3
Hours		15
Second Semester		
ACCT 370	Financial Statement Analysis	3
BUSI 301	Legal and Ethical Concepts for Decision Makers	3
BUSI 342	Human Resource Management	3
BUSI 439	Conversion and Optimization	3
Elective		3
Hours		15
Fourth Year		
First Semester		
BUSI 411	Operations Strategy	3

Course	Title	Hours
BUSI 442	Customer Retention Through Digital Marketing	3
Elective		3
Elective		3
Elective		3
Hours		15
Second Semester		
BUSI 400	Strategic Planning/Business Policy	3
Elective		3
Elective		3
Elective		3
Elective		3
Hours		15
Total Hours		120-123

¹ Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skills requirements