

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

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 101 | Foundational Skills | 1 |
| | Math Elective MATH 114 or higher | 3 |
| | Technology Competency ² | 0-3 |
| Critical Thinking ¹ | | |
| RLGN 105 | Introduction to Biblical Worldview ³ | 2 |
| | Critical Thinking Elective | 3 |
| Civic & Global Engagement ¹ | | |
| EVAN 101 | Evangelism and the Christian Life ³ | 2 |
| | Cultural Studies Elective | 3 |
| Social & Scientific Inquiry ¹ | | |
| | Natural Science Elective | 3 |
| | Social Science Elective | 3 |
| Christianity & Contexts ¹ | | |
| BIBL 105 | Old Testament Survey | 2 |
| BIBL 110 | New Testament Survey | 2 |
| THEO 201 | Theology Survey I ³ | 2 |
| THEO 202 | Theology Survey II ³ | 2 |
| Total Hours | | 40-43 |

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

² All students must pass the Computer Assessment OR complete applicable INFT course

³ Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 and EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 and THEO 202 waived

Major Requirements

| Code | Title | Hours |
|-----------------------------------|--|-----------|
| Major Foundational Courses | | |
| BUSI 105 | The Business Experience ¹ | 3 |
| BUSI 201 | Intermediate Business Computer Applications (3) ¹ | 3 |
| BUSI 205 | Introduction to Business Research Methods ¹ | 3 |
| BUSI 223 | Personal Finance ¹ | 3 |
| BUSI 240 | Organizational Behavior and Management ¹ | 3 |
| ECON 213 | Principles of Microeconomics ¹ | 3 |
| Total Hours | | 18 |

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 305 | Business Analysis for Decision Making | 3 |
| BUSI 307 | Global Dimensions of Business | 3 |
| BUSI 320 | Finance Principles | 3 |
| BUSI 330 | Principles of Marketing | 3 |
| BUSI 342 | Human Resource Management | 3 |
| BUSI 411 | Operations Strategy | 3 |
| BUSI 490 | Capstone | 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 7-19 credit hours of Free Electives ¹ | | 7-19 |
| Total Hours | | 7-19 |

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
- **CSER** All requirements must be satisfied before a degree will be awarded

Course Sequence

| Course | Title | Hours |
|--|---|--------------|
| First Year | | |
| First Semester | | |
| BIBL 105 | Old Testament Survey | 2 |
| ENGL 101 | Composition and Rhetoric | 3 |
| INQR 101 | Inquiry | 1 |
| UNIV 101 | Foundational Skills | 1 |
| Communications Elective (BUSI 105) ¹ | | 3 |
| Natural Science Elective ¹ | | 3 |
| Technology Competency ² | | 0-3 |
| CSER | | 0 |
| Hours | | 13-16 |
| Second Semester | | |
| BIBL 110 | New Testament Survey | 2 |
| BUSI 201 | Intermediate Business Computer Applications | 3 |
| RLGN 105 | Introduction to Biblical Worldview | 2 |
| Information Literacy Elective ¹ | | 3 |
| Math Elective ¹ | | 3 |
| Social Science Elective (BUSI 240) ¹ | | 3 |
| CSER | | 0 |
| Hours | | 16 |
| Second Year | | |
| First Semester | | |
| BUSI 223 | Personal Finance | 3 |
| RSCH 201 | Research | 3 |
| THEO 201 | Theology Survey I | 2 |
| ACCT 211 | Financial Principles | 3 |
| BUSI 330 | Principles of Marketing | 3 |
| CSER | | 0 |
| Hours | | 14 |
| Second Semester | | |
| ECON 213 | Principles of Microeconomics | 3 |
| EVAN 101 | Evangelism and the Christian Life | 2 |
| THEO 202 | Theology Survey II | 2 |
| Critical Thinking Elective (BUSI 205) ¹ | | 3 |
| ACCT 212 | Managerial Principles | 3 |
| BUSI 331 | Marketing Research | 3 |
| CSER | | 0 |
| Hours | | 16 |
| Third Year | | |
| First Semester | | |
| Information Literacy Elective ¹ | | 3 |
| BUSI 305 | Business Analysis for Decision Making | 3 |
| BUSI 320 | Finance Principles | 3 |
| BUSI 436 | Digital Marketing in a Virtual World | 3 |

| Course | Title | Hours |
|--|--|----------------|
| ECON 214 | Principles of Macroeconomics | 3 |
| CSER | | 0 |
| Hours | | 15 |
| Second Semester | | |
| Cultural Studies Elective ¹ | | 3 |
| ACCT 370 | Financial Statement Analysis | 3 |
| BUSI 301 | Legal and Ethical Concepts for Decision Makers | 3 |
| BUSI 439 | Conversion and Optimization | 3 |
| Elective ³ | | 3 |
| Elective | | 1 |
| CSER | | 0 |
| Hours | | 16 |
| Fourth Year | | |
| First Semester | | |
| BUSI 307 | Global Dimensions of Business | 3 |
| BUSI 342 | Human Resource Management | 3 |
| BUSI 411 | Operations Strategy | 3 |
| Elective | | 3 |
| Elective | | 3 |
| CSER | | 0 |
| Hours | | 15 |
| Second Semester | | |
| BUSI 442 | Customer Retention Through Digital Marketing | 3 |
| BUSI 490 | Capstone | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| CSER | | 0 |
| 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

² All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information

³ Internship (maximum 6 hours) is strongly recommended