

BUSINESS ADMINISTRATION & DATA ANALYSIS (B.S.) - MARKETING ANALYTICS - 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 332 | Consumer Behavior | 3 |
| BUSI 447 | Digital and Web Analytics | 3 |
| BUSI 453 | Applied Marketing Analysis | 3 |
| | or BUSI 499 Business Internship | |
| BUSI 467 | Marketing Analytics | 3 |
| Total Hours | | 15 |

| Code | Title | Hours |
|-----------------------|--|--------------|
| Free Electives | | |
| | Choose 12-27 credit hours of Free Electives ¹ | 12-27 |
| Total Hours | | 12-27 |

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 332 | Consumer Behavior | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Second Semester | | |
| ACCT 370 | Financial Statement Analysis | 3 |
| BUSI 301 | Legal and Ethical Concepts for Decision Makers | 3 |
| BUSI 447 | Digital and Web Analytics | 3 |
| BUSI 342 | Human Resource Management | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Fourth Year | | |
| First Semester | | |
| BUSI 411 | Operations Strategy | 3 |

| Course | Title | Hours |
|------------------------|---|----------------|
| BUSI 453 or BUSI 499 | Applied Marketing Analysis or Business Internship | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Second Semester | | |
| BUSI 400 | Strategic Planning/Business Policy | 3 |
| BUSI 467 | Marketing Analytics | 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