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

Code	Title	Hours
Free Electives		
Choose 4-16 credit hours of Free Electives [1]		4-16
Total Hours		**4-16**

[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
ECON 213	Principles of Microeconomics	3
RSCH 201	Research	3
THEO 201	Theology Survey I	2
ACCT 211	Financial Principles	3
CSER		0
	Hours	**14**
Second Semester		
EVAN 101	Evangelism and the Christian Life	2
THEO 202	Theology Survey II	2
ACCT 212	Managerial Principles	3
Critical Thinking Elective (BUSI 205) [1]		3
Information Literacy Elective [1]		3
BUSI 330	Principles of Marketing	3
CSER		0
	Hours	**16**
Third Year		
First Semester		
BUSI 305	Business Analysis for Decision Making	3
BUSI 320	Finance Principles	3
BUSI 332	Consumer Behavior	3

Course	Title	Hours
ECON 214	Principles of Macroeconomics	3
Elective [3]		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 331	Marketing Research	3
BUSI 342	Human Resource Management	3
CSER		0
	Hours	**15**
Fourth Year		
First Semester		
BUSI 307	Global Dimensions of Business	3
BUSI 447	Digital and Web Analytics	3
BUSI 467	Marketing Analytics	3
Elective		3
Elective		3
Elective		1
CSER		0
	Hours	**16**
Second Semester		
BUSI 411	Operations Strategy	3
BUSI 453	Applied Marketing Analysis	3
BUSI 490	Capstone	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