

# BUSINESS ADMINISTRATION & DATA ANALYSIS (B.S.) - STRATEGIC MARKETING MANAGEMENT - 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
<b>Communication &amp; Information Literacy <sup>1</sup></b>		
ENGL 101	Composition and Rhetoric	3
	Communications Elective	3
	Information Literacy Elective	3
	Information Literacy Elective	3
<b>Technological Solutions &amp; Quantitative Reasoning <sup>1</sup></b>		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
<b>Critical Thinking <sup>1</sup></b>		
RLGN 104	Christian Life and Biblical Worldview <sup>2</sup>	4
	Critical Thinking Elective	3
<b>Civic &amp; Global Engagement <sup>1</sup></b>		
	Cultural Studies Elective	3
<b>Social &amp; Scientific Inquiry <sup>1</sup></b>		
	Natural Science Elective	3
	Social Science Elective	3
<b>Christianity &amp; Contexts <sup>1</sup></b>		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey <sup>2</sup>	4
<b>Total Hours</b>		<b>39-42</b>

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

<sup>2</sup> 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
<b>Major Foundational Courses</b>		
BUSI 201	Intermediate Business Computer Applications <sup>1</sup>	3
BUSI 205	Introduction to Business Research Methods <sup>1</sup>	3
BUSI 230	Introduction to Probability and Statistics <sup>1</sup>	3
BUSI 240	Organizational Behavior and Management <sup>1</sup>	3

Code	Title	Hours
ECON 213	Principles of Microeconomics <sup>1</sup>	3
<b>Total Hours</b>		<b>15</b>

<sup>1</sup> Course may fulfill select general education requirements

Code	Title	Hours
<b>Major Core</b>		
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
<b>Total Hours</b>		<b>36</b>

Code	Title	Hours
<b>Cognate</b>		
BUSI 331	Marketing Research	3
BUSI 332	Consumer Behavior	3
BUSI 430	Promotion Strategy	3
BUSI 438	Marketing Brand Management	3
<b>Total Hours</b>		<b>12</b>

Code	Title	Hours
<b>Free Electives</b>		
Choose 15-30 credit hours of Free Electives <sup>1</sup>		15-30
<b>Total Hours</b>		<b>15-30</b>

<sup>1</sup> 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
<b>First Year</b>		
<b>First Semester</b>		
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 <sup>1</sup>		3
Social Science Elective (BUSI 240) <sup>1</sup>		3
<b>Hours</b>		<b>13-16</b>
<b>Second Semester</b>		
RLGN 104	Christian Life and Biblical Worldview	4
Critical Thinking Elective (BUSI 205) <sup>1</sup>		3
Information Literacy Elective (BUSI 201) <sup>1</sup>		3
Math Elective (BUSI 230) <sup>1</sup>		3
Natural Science Elective <sup>1</sup>		3
<b>Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>First Semester</b>		
THEO 104	Introduction to Theology Survey	4
Information Literacy Elective <sup>1</sup>		3
ACCT 211	Financial Principles	3
BUSI 305	Business Analysis for Decision Making	3
ECON 214	Principles of Macroeconomics	3
<b>Hours</b>		<b>16</b>
<b>Second Semester</b>		
ECON 213	Principles of Microeconomics	3
Cultural Studies Elective <sup>1</sup>		3
ACCT 212	Managerial Principles	3
BUSI 330	Principles of Marketing	3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
BUSI 303	International Business	3
BUSI 320	Finance Principles	3
BUSI 331	Marketing Research	3
BUSI 332	Consumer Behavior	3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
ACCT 370	Financial Statement Analysis	3
BUSI 301	Legal and Ethical Concepts for Decision Makers	3
BUSI 342	Human Resource Management	3
BUSI 430	Promotion Strategy	3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
BUSI 411	Operations Strategy	3

Course	Title	Hours
BUSI 438	Marketing Brand Management	3
Elective		3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Second Semester</b>		
BUSI 400	Strategic Planning/Business Policy	3
Elective		3
Elective		3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120-123</b>

<sup>1</sup> Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in foundational skills requirements