

Bachelor of Science in Business Administration

Marketing: Sales Management and Professional Selling Cognate

2020-2021 Degree Completion Plan

ONLINE

Important: This degree plan is effective for those starting this degree program in fall 2020 through summer 2021. 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/

ourse		Hrs	Sem	Grade	Course		Hrs	Sem	Gra	
Communica	tion & Information Literacy (12 hou	rs) ¹			Major Foun	ndational Courses (0-9 hours)				
NGL 101	Composition & Rhetoric	3			BUSI 201	Intermediate Business Computer Apps. ³	3			
	Communications Elective	3			BUSI 230	Introduction to Probability & Statistics ³	3			
	Information Literacy Elective	3			BUSI 240	Organizational Behavior I ³	3			
	Information Literacy Elective	3								
					MAJOR					
echnologica	al Solutions & Quantitative Reasonin	ıg (3-6	hours	$)^1$		Core (42 hours)				
INIV 104	Instructional Tech. for Online Learning				ACCT 211	Financial Accounting	3			
ИАТН	Math Elective (MATH 114 or higher)	3			ACCT 212	Managerial Accounting	3			
					ACCT 370	Financial Statement Analysis	3			
Critical Thinking (7 hours) ¹				BUSI 301	Business Law	3				
LGN 104	Christian Life & Biblical Worldview ²	4			BUSI 303	International Business	3			
	Critical Thinking Elective	3			BUSI 310	Principles of Management	3			
					BUSI 320	Corporate Finance	3			
ivic & Glol	c & Global Engagement (3 hours) ¹		BUSI 330	Principles of Marketing	3					
	Cultural Studies Elective	3			BUSI 342	Human Resource Management	3			
					BUSI 400	Strategic Planning/Business Policy	3			
ocial & Sci	entific Inquiry (6 hours) ¹				BUSI 411	Operations Management	3			
	Natural Science Elective	3			BUSI 472	Organizational Ethics	3			
	Social Science Elective	3			ECON 213	Principles of Microeconomics	3		_	
					ECON 214	Principles of Macroeconomics	3			
hristianity	& Contexts (8 hours) ¹									
IBL 104	Survey of Old & New Testament	4				Cognate (12 hours)				
HEO 104	Introduction to Theology Survey ²	4			BUSI 331	Marketing Research	3			
					BUSI 332	Consumer Behavior	3			
					BUSI 431	Sales Mgmt. & Professional Selling	3			
					BUSI 446	Retailing & Category Management	3		_	
					EDEE EI E	FREE ELECTIVES (15-27 hours) ⁴				
					FREE ELE	CTIVES (15-27 Hours)				
							_		_	
							_		_	
							_			
							_		_	

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

Notes

All applicable prerequisites must be met

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

²Students 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

³Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at www.liberty.edu/gened

⁴Internship (maximum 6 hours) is strongly recommended

Suggested Course Sequence on second page

Revised: 05.14.2020 Effective: Catalog Term 2020-40

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	RLGN 104	4
ENGL 101	3	Critical Thinking Elective ¹	3
UNIV 104	0-3	Information Literacy Elect. ¹ [BUSI 201]	3
Communications Elective ¹	3	Math Elective ¹ [BUSI 230]	3
Social Sciences Elective ¹ [BUSI 240]	<u>3</u>	Natural Science Elective ¹	<u>3</u>
	otal 13-16	To	al 16
5	SOPHOMORI	E YEAR	
THEO 104	4	Cultural Studies Elective ¹	3
Information Literacy Elective ¹	3	ACCT 212	3
ACCT 211	3	ECON 213	3
BUSI 310	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
T	otal 16	To	tal 15
	JUNIOR Y	EAR	
BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 330	3	BUSI 331	3
ECON 214	3	BUSI 342	3
Elective	<u>3</u>	Elective	<u>3</u>
T	otal 15	To	tal 15
	SENIOR Y	EAR	
BUSI 332	3	BUSI 400	3
BUSI 411	3	BUSI 446	3
BUSI 431	3	Elective	3
BUSI 472	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
T	otal 15	To	tal 15

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