



Doctor of Business Administration
Degree (DBA)

Concentration in Marketing

SCHOOL OF BUSINESS AND LEADERSHIP

Academic Degree Plan

<u>GETTING STARTED (choose one):</u>		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
<input type="checkbox"/>	UNIV LIB Information Research and Resources ₁	0	___	___
<input type="checkbox"/>	BUS 600 Graduate Foundations for Business/Leadership	2	___	___
<u>CORE COURSES (33 credits)</u>				
<input type="checkbox"/>	DBA 701 Christian Worldvw for ChrstnBusSc ₂	3	___	___
<input type="checkbox"/>	DBA 702 Economics for Business Leaders	3	___	___
<input type="checkbox"/>	DBA 703 Corporate Finance and Accounting	3	___	___
<input type="checkbox"/>	DBA 704 Corporate Governance & Christian Worldview	3	___	___
<input type="checkbox"/>	DBA 705 Global Business Leadership	3	___	___
<input type="checkbox"/>	DBA 706 Leadership Analytics	3	___	___
<input type="checkbox"/>	DBA 707 Marketing & Communication Mgmt	3	___	___
<input type="checkbox"/>	DBA 708 Business Ethics and Law	3	___	___
<input type="checkbox"/>	DBA 709 Emerging Issues in Business Ldrshp	3	___	___
<input type="checkbox"/>	DBA 710 Strategic Foresight	3	___	___
<input type="checkbox"/>	DBA 711 Quantitative Research Methods ₂	3	___	___
<input type="checkbox"/>				
<u>CONCENTRATION COURSES (12 credits)</u>				
<input type="checkbox"/>	MKTG 731 Promotion and Advertising	3	___	___
<input type="checkbox"/>	MKTG 732 Marketing Psychology	3	___	___
<input type="checkbox"/>	MKTG 734 Viral Marketing	3	___	___
<input type="checkbox"/>	MKTG 736 Digital Marketing	3	___	___
<u>DBA FINAL PROJECT INTEGRATING EXPERIENCE (9 credits)</u>				
<input type="checkbox"/>	DBA 790 DBA Final Project Integrating Experience ₃	3	___	___
<input type="checkbox"/>	DBA 791 DBA Final Project Integrating Experience ₃	3	___	___
<input type="checkbox"/>	DBA 792 DBA Final Project Integrating Experience ₃	3	___	___
TOTAL HOURS		54+		

Continued

Program delivered entirely online.

Graduation Requirements

Completion of all required coursework within 7 years.

Minimum cumulative GPA of 3.00.

Completion of a minimum of 9 credit hours of the DBA Final Project.

The recommendation of the student's final DBA project chair

Approval by the doctoral faculty committee.

Students must maintain continuous enrollment in the program during DBA Final Project phase.

Notes

¹ BUS 600 Graduate Foundations for Business/Leadership (2) or UNIV LIB Information Research & Resources (0), as required upon admission.

² The School of Business & Leadership programs are committed to the historical foundations of the doctoral degree in which a community of scholars is created among faculty members and student scholars. Regent University mirrors this historical tradition by using course-embedded intensive virtual residencies and a variety of interactive discussion modes that extend beyond topical course discourse.

³ Prerequisites for DBA 790, DBA 791, DBA 792 are successful completion of all DBA Core Courses.

If a student needs additional time to complete the DBA Project after registering and paying for DBA 790-792, the student then continues to register for DBA 793 DBA Final Project Continuation (1) for each semester until the project is successfully completed and defended.

Regent University has the right to add to or change this worksheet. **This Degree Worksheet is an unofficial document.**

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SUGGESTED COURSE SEQUENCE***Fall Term 1**

UNIV LIB	0 (non-deg)
BUS 600	2 (non-deg)
DBA 701	3
DBA 702	3
1st Res (w-in DBA701)	0
Total	6

Spring Term 1

DBA 706	3
DBA 704	3
Total	6

Summer Term 1

DBA 705	3
DBA 707	3
Total	6

Fall Term 2

DBA 711	3
DBA 703	3
2nd Res (w-in DBA711)	0
Total	6

Spring Term 2

DBA 709	3
DBA 708	3
Total	6

Summer Term 2

DBA 710	3
MKTG 732	3
Total	6

Fall Term 3

MKTG 734	3
DBA 790	3
Total	6

Spring Term 3

MKTG 736	3
MKTG 731	3
Total	6

Summer Term 3

DBA 791	3
Total	3

Fall Term 4

DBA 792	3
Total	3

Grand Total

54

*Alternative sequences may be available. Please confirm with your SEP and the Course Planning Tool for additional information and contact Academic Advising with any questions or concerns.