REGENT UNIVERSITY

Doctor of Business Administration Degree (DBA)

Concentration in Marketing

SCHOOL OF BUSINESS AND LEADERSHIP

Academic Degree Plan

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

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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 successul 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.