

Doctor of Business Administration — Marketing

Online | Regent University | School of Business & Leadership

Active students should refer to their personalized [Degree Works](#) plan, and the [Academic Catalog](#) of their acceptance term for the most accurate degree requirements.

Graduate Foundations			
	Code	Title	Hrs
☐	BUS 600	Graduate Foundations for Business/Leadership	2
Total Hours			2

Must be completed prior to or during first term. Not counted toward degree total.

Major Requirements			
	Code	Title	Hrs
☐	DBA 701	Christian Worldview for the Christian Business Scholar and Practitioner ¹	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 Leadership	3
☐	DBA 706	Leadership Analytics	3
☐	DBA 707	Marketing and Communication Management	3
☐	DBA 708	Business Ethics and Law	3
☐	DBA 709	Emerging Issues in Business Leadership	3
☐	DBA 710	Strategic Foresight	3
☐	DBA 711	Quantitative Research Methods ²⁺	3
Total Hours			33

¹ Completing DBA 701 fulfills the 1st course-embedded virtual residency requirement.

² Completing DBA 711 fulfills the 2nd course-embedded virtual residency requirement.

+DBA711 is cross-listed with SBL766

Graduation Requirements	
✓ 54 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA	

Concentration: Marketing			
	Code	Title	Hrs
☐	MKTG 731	Promotion and Advertising	3
☐	MKTG 732	Marketing Psychology	3
☐	MKTG 734	Viral Marketing	3
☐	MKTG 736	Digital Marketing	3
Total Hours			12

Final DBA Project Integrating Experience			
	Code	Title	Hrs
☐	DBA 790	Final Project Integrating Experience	3
☐	DBA 791	Final Project Integrating Experience	3
☐	DBA 792	Final Project Integrating Experience	3
Total Hours			9

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