Doctor of Business Administration — Marketing Concentration

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.

Major Requirements

	Code	Title	Hrs
☐	DBA 701	Christian Worldview for the Christian Business Scholar and Practitioner	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 712	Quantitative Research	3
	Total Hours		**33**

[1] DBA 701 includes the 1st course-embedded virtual residency (introduction to doctoral studies in Business).

[2] DBA 712 includes the 2nd course-embedded virtual residency (presentation of progress and results).

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**

Graduation Requirements

✓ 54 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA,
✓ Completion of all Major Requirements and Marketing Concentration, ✓ Completion of Final DBA Project Integrating Experience (3 courses),
✓ 2 course-embedded virtual residencies required (DBA 701 & DBA 712)

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