



ADVISING WORKSHEET: COMMUNICATION

Strategic Communication

Public Relations & Advertising

GENERAL NOTES

- A minimum of 123 credits are required for graduation.
 - Credits earned for COM 100 and MAT 100 do not count toward the 123 credits required for graduation; however, COM 100 students may petition for elective credit.
 - Where appropriate, courses required for the major can be used to satisfy General Education requirements. However, the number of credits earned for these courses are applied to either Gen Ed requirements or the major, not both.
 - Paths of Knowledge coursework may count towards major or minor requirements, but may not fulfill a second Mid-Level Liberal Arts Exploration requirement.
 - Students are expected to follow the catalog requirements for General Education, the major, and additional requirements.
 - A minor or second major within the areas listed under Paths of Knowledge automatically fulfills that area of the Gen Ed requirements.
-

OPPORTUNITIES FOR MAJORS

Alvernia College Theatre Club provides Alvernia University with a drama program; the area with a source of entertainment; the students with an activity and somewhere to express themselves; and as another way for the University to give back to the community. All of the members of the Alvernia community are invited to participate.

Sigma Tau Delta, Kappa Pi Chapter is the international English Honor Society. Members present papers and panels at national conventions and have won thousands of dollars in scholarships and awards. With book drives, t-shirt competitions, bake sales, writing contests, trips to poetry readings, participation in national and regional conferences, and other activities, the Kappa Pi Chapter offers students opportunities for fun and recognition for academic excellence.

The Washington Center Experience

Alvernia students have an opportunity to earn college credit by spending a semester or summer in Washington, D.C. where they serve as interns in a congressional office, government agency, major corporation, newspaper or news network, or agencies devoted to legal affairs, international relations, or business and economics. They also may intern with one of several non-profit groups dealing with the environment, women's issues, the arts, education, science, or labor relations among others. Participants are customarily juniors or seniors who have achieved grade point averages of 2.5 or better and who have the endorsement of the appropriate academic area. In addition to their internship, students select one seminar dealing with the arts and humanities, communication, public policy, the legal system, business, and government. Interested students should see their academic advisor.

The Alvernian is the college newspaper; it provides information and entertainment to the Alvernia University community, covering issues on campus and in the local communities. *The Alvernian* provides an open forum for ideas and opinions through editorials, letters-to-the-editor, news stories, features, interviews and reviews and gives Alvernia students the opportunity to gain practical journalistic experience. *The Alvernian's* Twitter is @theAlvernian.

The Zephyrus is the literary magazine published every other spring. It contains original creative work--poetry, fiction, essays, photography, artwork--by Alvernia students, staff and faculty. Department faculty serve as advisors and members of Sigma Tau Delta act as editors.

The Alvernia Writer's Series

An open forum for the live presentation of original creative works.

Matriculation Year 2022-2023

General Education (55-56 credits)

First Year Curriculum: Enduring Questions	Credits Required	Course	Term	Grade	Credits Earned
SEARCH Seminar-Enduring Questions or Honor Search-Enduring Questions	3	SRH 101/HNR 160			
COM 101: Composition & Research <i>(Must earn a C or higher)</i>	3	COM 101			
THE 105: Foundations of Theology	3	THE 105			
PHI 105: Introduction to Philosophy	3	PHI 105			

Mid-Level Liberal Arts Exploration	Credits Required	Course	Term	Grade	Credits Earned
EXPLORING THE NATURAL WORLD (6-8 credits)					
Lab Science (Biology, Chemistry, Physics)	3-4				
Math (Other than MAT 100)	3-4				
INDIVIDUALS & COMMUNITIES (6 credits)					
History or Political Science	3				
PSY 101, HIS, POS, SOC, SSC, or ECON	3				
CULTURE & LANGUAGE (9 credits)					
Communication <i>(Not COM 100 or 101)</i>	3	MET IN MAJOR			
World Language – 2 courses in sequence	3				
	3				
CREATIVE EXPRESSIONS (6 credits)					
Literature (ENG)	3				
Art or Music or Theatre	3				

Ethical Leaders and Followers	Credits Required	Course	Term	Grade	Credits Earned
Theology or Philosophy (200-400 level)	3				
Theology or Philosophy (Ethics/Morality @ 200 level)	3				

Paths of Knowledge – Choose 1 Path		PoK may count towards minor or Related Requirements, but not Mid-Level Arts Exploration requirements.			
_____ PATH 1:	_____ PATH 2:	_____ PATH 3:			
Interdisciplinary Study (IS) Three courses, at least two from Liberal Arts disciplines, not the major, at the 200-400 level from the interdisciplinary minors of Women & Gender Studies, Digital Media, Community & Environmental Sustainability, Community Engagement, Cultural Studies, Leadership Studies and Pre-Law.	Multi-disciplinary Study (MS) Three courses, at least two from Liberal Arts disciplines, not the major, at the 200-400 level employing multiple disciplinary perspectives to explore the Enduring Questions in one of the following themes: Cultural & Global Studies, Imagination & Creativity, Peace & Conflict, Poverty & Wealth or Sustainability, Science & Technology.	In-depth Disciplinary Study (DS) Three courses at the 200-400 level in one Liberal Arts discipline other than one's major, guided by common ideas and methods of inquiry. Students choose from Art, Biology, Chemistry, Communication, Computer Science, Economics, English, History, Mathematics, Music, Philosophy, Political Science, Psychology, Sociology, Theology, Theatre or World Languages. This path may be used to give students a firm foundation in a discipline supporting their chosen major, or to pursue an interest in one of the Liberal Arts disciplines.			
Course (See Catalog for lists of approved courses for each area.)		Area or Discipline	Term	Grade	Credits Earned

BA COMMUNICATION

COMMUNICATION CORE (30-39 credits)			
COURSES	Term	Grade	Credits
COM 103: Principles of Public Speaking or COM 223: Speech for Professionals			3
COM 122: Mass Media			3
COM 131: Writing for the Media			3
COM 260: Digital Storytelling			3
COM 420: Media Law & Ethics			3
COM 481: Internship			3/vary
6 credits of Communication electives (not COM 100)			3
			3

ADDITIONAL REQUIREMENTS			
COURSES	Term	Grade	Credits
COM 112: Excel Boot camp			
Students must contribute to or work on the <i>Alvernian</i> or <i>Zephyrus</i> . Requirement can (but does not have to be) met by taking COM 132 Journalism Workshop (1-credit) or COM 432: Newspaper Production			

STRATEGIC COMMUNICATION (18 credits)					
Select 12 credits (4 courses) from the following:	Grade	Credits	Select 6 credits (2 courses) from any BUS or PSY:	Grade	Credits
COM 213: Interpersonal Communication					
COM 234: Intercultural Communication					
COM 344: Writing/Workplace					
COM 422: Digital Media & Society					

PUBLIC RELATIONS & ADVERTISING (18 credits)						
Select 12 credits (4 courses) from the following:	Grade	Credits	Related Elective:		Grade	Credits
COM 213: Interpersonal Communication			PSY 101: Introductory Psychology			
COM 220: Event Planning						
COM 240: Public Relations						
COM 340: Advertising Workshop						
COM 342: Social Media Marketing						

ELECTIVES or MINOR as required for the minimum 123 credits (not including MAT 100, COM 100)			
	Term	Grade	Credits

*** Please be advised to double check the 22-23 Course Catalog to ensure that you meet all prerequisite expectations for all required and related classes for this major.***

EIGHT SEMESTER PLAN

The plan below is NOT intended to represent a prescribed course progression. It is your responsibility to talk with your advisor about when required courses are usually offered.

Semester 1		Credits	Semester 2		Credits
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions	3		COM 131: Writing for the Media	3	
COM 101: Composition & Research	3		THE 105 or PHI 105	3	
THE 105 or PHI 105	3		Gen Ed SEARCH	3	
COM 122: Mass Media Theory & Application	3		Gen Ed SEARCH	3	
Gen Ed SEARCH	3		COM 103: Principles of Public Speaking (recommended) or COM 223: Speech of Professionals	3	
TOTAL	15		TOTAL	15	
Semester 3		Credits	Semester 4		Credits
COM 260: Digital Storytelling	3		COM Track Requirement or Track Elective	3	
COM Track Requirement or Track Elective	3		COM CORE ELECTIVE	3	
Gen Ed SEARCH	3		Gen Ed SEARCH	3	
Gen Ed SEARCH	3		Gen Ed SEARCH	3	
Gen Ed SEARCH	3		Gen Ed SEARCH	3	
COM 132: Digital Publication Workshop	1				
TOTAL	16		TOTAL	15	
Semester 5		Credits	Semester 6		Credits
COM Track Requirement or Track Elective	3		COM Track Requirement or Track Elective	3	
COM CORE ELECTIVE	3		COM Track Requirement or Track Elective	3	
Gen Ed SEARCH	3		ELECTIVE	3	
Gen Ed SEARCH	3		ELECTIVE	3	
ELECTIVE	3		ELECTIVE	3	
TOTAL	15		TOTAL	15	
Semester 7		Credits	Semester 8		Credits
COM 420: Media Law & Ethics	3		COM 481	3-12	
COM 112	1		ELECTIVE	3	
COM Track Requirement or Track Elective	3		ELECTIVE	3	
Gen Ed SEARCH	3		ELECTIVE	3	
Gen Ed SEARCH	3		ELECTIVE (as needed)	3	
ELECTIVE	3		ELECTIVE (as needed)	1	
TOTAL	16		TOTAL	16+	
ADDITIONAL GRADUATION REQUIREMENTS		RESIDENCY REQUIREMENTS		GRADUATION CREDITS EARNED	
<input type="checkbox"/> College publication requirement		<input type="checkbox"/> Minimum of 123 non-remedial credits earned		Liberal Arts Core credits earned	
<input type="checkbox"/> EXCEL requirement (COM 112)		<input type="checkbox"/> 45 of last 60 credits		Major and Related Area credits earned	
<input type="checkbox"/> SRH 101/HNR 160: SEARCH SEMINAR/ENDURING QUESTIONS		<input type="checkbox"/> Minimum of 12 Alvernia credits in the major		Elective and/or Minor credits earned	
<input type="checkbox"/> HUMAN DIVERSITY		<input type="checkbox"/> Minimum of 9 Alvernia credits in the minor (if applicable)		SUBTOTAL	
<input type="checkbox"/> COMMUNITY SERVICE HOURS				SUBTRACT CREDITS EARNED FOR MAT 100, and if applicable COM 100	
<input type="checkbox"/> OVERALL GPA = 2.0 or higher				TOTAL GRADUATION CREDITS	
<input type="checkbox"/> GPA IN MAJOR = 2.0 or higher					
<input type="checkbox"/> 2.5 GPA in all Writing Courses					
<input type="checkbox"/> SENIOR CAPSTONE met with COM 481					
<input type="checkbox"/> WRITING ENHANCED COURSE met with COM 131					

Academic Policy on Eligibility for Participation of May Commencement Ceremony

The academic policy, which the Registrar follows, is : A student who has 6 or less credits remaining to complete the degree may participate in the May Commencement Ceremony.

Application Deadlines: August Graduation - December 1; December Graduation - March 1; May Graduation - October 1.
Any questions, please call the Registrar's Office.