

**BA Communication – Strategic and Public Relations**

12 credits in the major and 9 credits in the minor must be completed at Alvernia University  
When pursuing a double major, you must have 12 distinct credits between the two majors.

Semester 1	Credits	Semester 2	Credits
<b>Diversity graduation requirement <b>cannot</b> be fulfilled through major courses; students should fulfill this with a Gen Ed SEARCH class</b>			
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions COM 122: Mass Media Theory & Application THE 105 or PHI 105 Gen Ed Gen Ed	3  3 3 3 <u>3</u>	COM 131: Writing for the Media COM 103: Principles of Public Speaking (recommended) or COM 223: Speech of Professionals THE 105 or PHI 105 Gen Ed Gen Ed Ed Ed	3 3  3 3 <u>3</u> <b>15</b>
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 3	Credits	Semester 4	Credits
COM 260: Digital Storytelling COM Track Requirement or Track Elective COM 140: Media Literacy Gen Ed Gen Ed COM 132: Digital Publication Workshop	3 3 3 3 3 <u>1</u>	COM Track Requirement or Track Elective COM CORE ELECTIVE Gen Ed Gen Ed Gen Ed	3 3 3 3 <u>3</u>
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 5	Credits	Semester 6	Credits
COM Track Requirement or Track Elective COM CORE ELECTIVE Gen Ed Gen Ed ELECTIVE	3 3 3 3 <u>3</u>	COM Track Requirement or Track Elective COM Track Requirement or Track Elective Gen Ed Gen Ed ELECTIVE	3 3 3 3 <u>3</u>
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 7	Credits	Semester 8	Credits
COM 420: Media Law & Ethics COM 112 COM Track Requirement or Track Elective COM 470: COM Research Methods Gen Ed ELECTIVE	3 1 3 3 3 <u>3</u>	COM 481 ELECTIVE ELECTIVE ELECTIVE ELECTIVE (as needed) ELECTIVE (as needed)	3-12 3 3 3 3 <u>1</u>
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>16+</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	

**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. The Graduation Application is available online in myAlvernia on the 'Academics' tab. Seniors must submit the Graduation Application to the Registrar's Office as follows: October 1 for May Graduation; December 1 for August graduation; and March 1 for December graduation.

If you have any questions, please call the Registrar's Office (610.796.8201)

## **Curriculum Sheets, EAB Navigate, and AUAdvise**

The information on this page and the Curriculum Sheet is provided in AUAdvise - EAB Navigate as a static tool for discussion purposes when meeting with students to schedule courses. [Degree Audit uAchieve](#) remains the official source for each student's curriculum audit. Degree Audit uAchieve must be used together with the Curriculum Sheet to determine whether the information noted during scheduling meetings on the curriculum sheet remains accurate.

### **General Notes**

- A minimum of 123 credits are required for graduation.
- Where appropriate, courses required for the major can be used to satisfy General Education requirements. However, the 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.
- Students must complete 45 of their last 60 credits at Alvernia University
- Students must complete community service hours as part of the General Education Program

# Degree/Major: BA COMMUNICATION

Name: \_\_\_\_\_ Id: \_\_\_\_\_

2<sup>nd</sup> Major: \_\_\_\_\_ 3<sup>rd</sup> Major: \_\_\_\_\_ Minor: \_\_\_\_\_ 2<sup>nd</sup> Minor: \_\_\_\_\_ Matriculation Year 2023-2024 - Term: \_\_\_\_\_

## GENERAL EDUCATION

### Grade Notes:

### Enduring Questions (12 cr)

\_\_\_/\_\_\_ SEARCH Sem. Enduring Questions (3) \_\_\_\_\_  
\_\_\_/\_\_\_ THE 105 Foundations of Theology (3) \_\_\_\_\_  
\_\_\_/\_\_\_ PHI 105 Introduction to Philosophy (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 101 Composition & Research (3) \_\_\_\_\_  
(C grade or better)

### Exploring the Natural World (6-8)

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
(not MAT 100)  
\_\_\_/\_\_\_ \_\_\_\_\_ (3-4) \_\_\_\_\_  
(Science with Lab)

### Culture & Language (9 cr)

COM met in major (3) \_\_\_\_\_  
(not COM 100 or 101)  
World Language – 2 courses in sequence  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### Individuals & Communities (6 cr)

\_\_\_/\_\_\_ HIS or POS \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
(PSY, HIS, POS, SOC, SSC, or ECON)

### Creative Expressions (6 cr)

\_\_\_/\_\_\_ LIT \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
(Art, Music, or Theatre)

\_\_\_/\_\_\_ THE/PHI \_\_\_\_\_ (3) \_\_\_\_\_  
(200-400 level)

\_\_\_/\_\_\_ THE/PHI \_\_\_\_\_ (3) \_\_\_\_\_  
(ethics/morality @ 200 level)

### Paths of Knowledge (9 cr @ 200-400 level in ONE path) Path 1:

Interdisciplinary Study; at least two from Liberal Arts Path 2:

Multidisciplinary Study; at least two from Liberal Arts

Path 3: In-depth Disciplinary Study; from same Liberal Arts discipline

\_\_\_/\_\_\_ \_\_\_\_\_ ( ) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ ( ) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ ( ) \_\_\_\_\_

## COMMUNICATIONS CORE (24-33 cr)

\_\_\_/\_\_\_ COM 103 or 223 \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 122 Mass Media \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 131 Writing for the Media \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 140 Media Literacy \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 260 Digital Storytelling \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 420 Media Law & Ethics: \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 470 Comm Research Methods \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 481 Internship or 480 Senior Pract \_\_\_\_\_ ( ) \_\_\_\_\_  
\_\_\_/\_\_\_ COM\* \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM\* \_\_\_\_\_ (3) \_\_\_\_\_

### High Performer Development Series (3 cr)

\_\_\_/\_\_\_ BUS 251 High Perf Dev Series I (1) \_\_\_\_\_  
\_\_\_/\_\_\_ BUS 351 High Perf Dev Series II (1) \_\_\_\_\_  
\_\_\_/\_\_\_ BUS 451 High Perf Dev Series III (1) \_\_\_\_\_  
(With Department Chair approval, Transfer and/or Adult Education students may take BUS 452 to fulfill this requirement.)

### Professional Readiness (1 cr)

\_\_\_/\_\_\_ UNIV 200 Career & Internship Prep (1) \_\_\_\_\_

Assessment/Portfolio Review (upon 50-70 cr)  COM 132 Digital Publishing I (1) \_\_\_\_\_  
 EXCEL Requirement (COM 112) (1) \_\_\_\_\_  Human Diversity: \_\_\_\_\_  
 Senior Capstone: will be met with COM 481  
 Writing Enhanced Course: will be met with COM 131   
Community Service Hours: Required: \_\_\_\_\_ Met: \_\_\_\_\_

Overall GPA >= 2.00  
 GPA in Major >= 2.5 GPA major requirements \_\_\_\_\_

### Residency Requirements:

45 of last 60 credits  
 Min 12 Alvernia credits in major  
 Min 9 Alvernia credits in minor (if applicable)   
Min 123 non-remedial credits earned

### Select an Emphasis:

**STRATEGIC COMMUNICATIONS (18 cr)**  
\_\_\_/\_\_\_ COM 213 Interpersonal Comm (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 234 Intercultural Comm (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 344 Technical & Professional Writ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 422 Digital Media & Society: (3) \_\_\_\_\_

### Related Electives: 6 cr from any BUS or PSY

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### FILM, CULTURE AND THE CREATIVE ARTS (18 cr)

\_\_\_/\_\_\_ COM 250 Film Appreciation: (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 351 Scriptwriting/Playwriting (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 353 Cinema & Film Studies: (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 360 Creative Media Workshop (3) \_\_\_\_\_

### Related Electives: 6 cr from any Art, Music or Theater

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### JOURNALISM (18 cr)

\_\_\_/\_\_\_ COM 213 Interpersonal Communication (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 234 Intercultural Communication (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 330 News & Feature Writing (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 432 Digital Publication Production (3) \_\_\_\_\_

### Related Electives: 6 cr from any HIS or POS,

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### MEDIA DESIGN & PRODUCTION (18 cr)

\_\_\_/\_\_\_ COM 332 Multimedia Creation-Publication (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 342 Social Media Mkt (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 362 Multimedia Creation-Videos (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 432 Digital Publication Production (3) \_\_\_\_\_

### Related Electives: 6 cr from any ART

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### PUBLIC RELATIONS & ADVERTISING (18 cr)

\_\_\_/\_\_\_ COM 213 Interpersonal Comm (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 220 Event Planning (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 240 Public Relations (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 340 Advertising Workshop (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM 342 Social Media Marketing (3) \_\_\_\_\_

### Related Elective:

\_\_\_/\_\_\_ PSY 101 Introductory Psychology (3) \_\_\_\_\_

### SPORTS MEDIA (18 cr)

12 cr from: COM 232, 220, 240, 251, 332, 362 (COM 232 is repeatable)

\_\_\_/\_\_\_ COM \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ COM \_\_\_\_\_ (3) \_\_\_\_\_

### Related Electives: Choose two from: BUS 207, BUS 309 or any SM course

\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ (3) \_\_\_\_\_

### Electives

\_\_\_/\_\_\_ \_\_\_\_\_ ( ) \_\_\_\_\_  
\_\_\_/\_\_\_ \_\_\_\_\_ ( ) \_\_\_\_\_