

Eight Semester Plan BA Communication – Strategic and Public Relations

| Semester 1 | Credits | Semester 2 | Credits |
|---|-----------------------------------|---|--------------------------------------|
| Diversity graduation requirement cannot be fulfilled through major courses; students should fulfill this with a Gen Ed class | | | |
| 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 | 3 3 3 3 <u>3</u> |
| TOTAL Complete 5 hours of Community Service | 15 | TOTAL Complete 5 hours of Community Service | 15 |
| Semester 3 | Credits | Semester 4 | Credits |
| COM 260: Digital Storytelling COM Track Requirement or Track Elective COM 140: Media Literacy THE/PHI 200-LEVEL 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> |
| TOTAL Complete 5 hours of Community Service | 16 | TOTAL Complete 5 hours of Community Service | 15 |
| 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> |
| TOTAL Complete 5 hours of Community Service | 15 | TOTAL Complete 5 hours of Community Service | 15 |
| Semester 7 | Credits | Semester 8 | Credits |
| COM 420: Media Law & Ethics COM 112 COM Track Requirement or Track Elective THE/PHI 200-400 LEVEL Gen Ed ELECTIVE | 3 1 3 3 3 <u>3</u> | COM 481 COM 470: COM Research Methods ELECTIVE ELECTIVE ELECTIVE (as needed) ELECTIVE (as needed) | 3-12 3 3 3 3 <u>1</u> |
| TOTAL Complete 5 hours of Community Service | 16 | TOTAL Complete 5 hours of Community Service | 16+ |

The 8-semester plan may not be accurate for declared second majors, depending upon the semester you declare. Completion of such additional major(s) could increase time to degree completion. If you declare a minor, you must work with your advisor to determine when the necessary classes are offered since you may not add additional time to degree completion beyond the completion of your major courses to complete the minor. Alvernia Policy 15.4460 Graduation Policy and the current Alvernia Course Catalog detail graduation requirements, honors at graduation, and eligibility to participate in the Commencement Ceremony. Those policies include information such as the following:

- Alvernia's Bachelor's Degree Requirements in the Course Catalog specify that 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
- 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 on-line 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 regarding graduation requirements, 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: _____

2nd Major: _____ 3rd Major: _____ Minor: _____ 2nd Minor: _____ Matriculation Year 2024-2025 - 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

/ / _____ () _____
/ / _____ () _____
/ / _____ () _____

COMMUNICATION 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 Practicum _____ () _____
/ / 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.)

- 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 COMMUNICATION (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

/ / _____ () _____
/ / _____ () _____