ADVISING WORKSHEET:
Digital Media Marketing

Alvernia University

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. Contact Dr. Ryan Lange for information at ryan.lange@alvernia.edu or 610-568-1557. *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 (Must earn a C or higher)	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 (Not COM 100 or 101)	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	ART - MET IN MAJOR			

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 or 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 Digital Media Marketing (51 Credits)

Digital Media Marketing CORE (54 credits)				
COURSES	Pre-requisites	Term	Grade	Credits
ART (15 Credits)				
ART 103: Color and Design				3
ART 124: Digital Drawing				3
ART 222: Basic Digital Photography				3
ART 251: 3-D Design				3
ART 319: Digital Photography	ART 122			3
BUSINESS (15 Credits)				
BUS 101: Financial Accounting				3
BUS 206: Management Principles				3
BUS 207: Marketing Principles				3
BUS 208: Sales & Sales Management				3
BUS 342: Business Law				
COMMUNICATIONS (15 Credits)				
COM 260: Digital Story Telling				3
COM 332: Multimedia Design & Editing				3
COM 342: Social Media Marketing				3
COM 362: Multimedia Creation-Vids				3
COM 420 Law & Ethics/Mass Com				3
CAPSTONE				
COM 481: Internship	2.5 GPA or permission of department chair			credits vary

ADDITONAL REQUIREMENTS (Choose either BUS 309 and COM 420) 6 credits				
COURSES	Pre-requisites	Term	Grade	Credits
BUS 309: Advertising & Promotion	BUS 207			3
COM 420: Law & Ethics of Mass Communication				3

RELATED REQUIREMENTS (Choose ONE) 3 credits				
COURSES	Pre-requisites	Term	Grade	Credits
COM 131:				3
COM 223:				3
COM 240:				3
ART 235:				3
ART 281:				3
BUS 315:				3

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 BA Digital Media Marketing
Below is a suggested plan; it is not a prescribed progression.
Courses in red should be taken in the semester indicated

Semester 1	Credits	Semester 2	Credits
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions	3	ART 103: Color and Design	3
		THE 105 or PHI 105	3
COM 101: Composition & Research	3	BUS 206	3
THE 105 or PHI 105	3	Gen Ed SEARCH	3
BUS 101	3	Gen Ed SEARCH	3
ART 124: Digital Drawing	3		
TOTAL	15	TOTAL	15
Semester 3	**Credits**	**Semester 4**	**Credits**
ART 235: Design with Type	3	ART 281: Graphic Design and Illustration	3
ART 251: 3-D Design	3	ART 222: Basic Digital Photogrpahy	3
COM 260: Digital Storytelling	3	Gen Ed SEARCH	3
BUS 207	3	Gen Ed SEARCH	3
Gen Ed SEARCH	3	Gen Ed SEARCH	3
ELECTIVE	1	Elective	1
TOTAL	16	TOTAL	16
Semester 5	**Credits**	**Semester 6**	**Credits**
COM 332: Multimedia Creation-Publishing	3	ART 319: Digital Photography or Elective	3
ART 319: Digital Photography or Elective	3	COM 362: Multimedia Creation-Video	3
BUS 342: Business Law	3	BUS 208: Sales & Sales Management	3
COM 420: Law & Ethics of Mass Communication	3	COM 340: Advertising Workshop or BUS 309: Advertising & Promotion	3
Elective	3	Elective	3
		Elective	1
TOTAL	15	TOTAL	16
Semester 7	**Credits**	**Semester 8**	**Credits**
COM 342: Social Media Marketing	3	COM 481: Internship	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
Elective	3	Elective	3
TOTAL	15	TOTAL	15

ADDITIONAL GRADUATION REQUIREMENTS	RESIDENCY REQUIREMENTS	GRADUATION CREDITS EARNED	
___ SRH 101/HNR 160: Search Seminar-Enduring Questions	___ Minimum of 123 non-remedial credits earned	Liberal Arts Core credits earned	
___ HUMAN DIVERSITY	___ 45 of last 60 credits	Major and Related Area credits earned	
___ COMMUNITY SERVICE HOURS	___ Minimum of 12 Alvernia credits in the major	Elective and/or Minor credits earned	
___ OVERALL GPA = 2.0 or higher	___ Minimum of 9 Alvernia credits in the minor (if applicable)	SUBTOTAL	
___ GPA IN MAJOR = 2.0 or higher		SUBTRACT CREDITS EARNED FOR MAT 100, and if applicable COM 100	
___ SENIOR CAPSTONE met with COM 481		**TOTAL GRADUATION CREDITS**	
___ WRITING ENHANCED COURSE			

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.