

## BA Digital Media Marketing

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 <span style="color: red;">cannot</span> be fulfilled through major courses; students should fulfill this with a Gen Ed SEARCH class</b>			
<b>Writing Enhanced graduation requirement <span style="color: red;">cannot</span> 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	3	ART 103: Color and Design THE 105 or PHI 105	3 3
BUS 101	3	BUS 206	3
THE 105 or PHI 105	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
ART 124: Digital Drawing	3		
<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
ART 235: Design with Type	3	ART 281: Graphic Design and Illustration	3
ART 251: 3-D Design	3	ART 222: Basic Digital Photography	3
COM 260: Digital Storytelling	3	Gen Ed	3
BUS 207	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
ELECTIVE	1	Electiv e	1
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>16</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
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 3	COM 340: Advertising Workshop or BUS 309: Advertising & Promotion	3
		Electiv e	3
<b>TOTAL</b>	<b>15</b>	Electiv e	1
Complete 5 hours of Community Service		<b>TOTAL</b>	<b>16</b>
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 7	Credits	Semester 8	Credits
COM 342: Social Media Marketing	3	COM 481:	3
Gen Ed	3	Internship Gen Ed	3
Gen Ed	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
Elective	3	Electiv e	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</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

