## 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 |
| :---: | :---: | :---: | :---: |
| Diversity graduation requirement cannot be fulfilled through major courses; students should fulfill this with a Gen Ed SEARCH class |  |  |  |
| Writing Enhanced graduation requirement cannot be fulfilled through major courses; students should fulfill this with a Gen Ed SEARCH class |  |  |  |
| SRH 101: Search Sem-E | 3 | ART 103: Color and Design | 3 |
| HNR 160: Honor Search-Enduring Questions |  | THE 105 or PHI 105 | 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 |  |  |
| TOTAL <br> Complete 5 hours of Community Service | 15 | TOTAL <br> Complete 5 hours of Community Service | 15 |
| Semester 3 | Credits | Semester 4 | Credits |
| ART 235: Design with | 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 | 1 |
| TOTAL <br> Complete 5 hours of Community Service | 16 | TOTAL <br> Complete 5 hours of Community Service | 16 |
| Semester 5 | Credits | Semester 6 | Credits |
| COM 332: Multimedia Creation-Publishing | 3 | ART 319: Digital Photography or Electiver | 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 | 3 | COM 340: Advertising Workshop or BUS 309: | 3 |
| Communication | $\underline{3}$ | Advertising \& Promotion Electiv |  |
|  |  |  | 3 |
| TOTAL | 15 | Electiv | 16 |
| Complete 5 hours of Community Service |  | TOTAL <br> 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 | $\underline{3}$ | Electiv | $\underline{3}$ |
| TOTAL <br> Complete 5 hours of Community Service | 15 | TOTAL <br> Complete 5 hours of Community Service | 15 |

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.

## 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 uAcheive remains the official source for each student's curiculum 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 DIGITAL MEDIA MARKETING

Name: $\qquad$ Id:

## GENERAL EDUCATION

Enduring Questions (12 cr)
$\square$ SEARCH Sem. Enduring Questions
$\square$ THE 105 Foundations of Theology
$\square$ PHI 105 Introduction to Philosophy
$\square$ COM 101 Composition \& Research (C grade or better)
Exploring the Natural World (6-8)
$\square$ MAT
$\square$

(3-4)
(3-4)
(3)
(3)
(3)
$\qquad$ _
(Science with Lab)
Culture \& Language ( 9 cr )
$\boxtimes$ COM - Met in major (not COM 100 or 101)
World Language -2 courses in sequence
$\square$
(3)
(3) $\qquad$
Individuals \& Communities ( 6 cr )
$\square$ HIS or POS
(3)
(3)
(PSY, HIS, POS, SOC, SSC, or ECON)
Creative Expressions ( 6 cr )


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

$\square$ Human Diversity:
$\square$ Senior Capstone: will be met with COM 481
$\square$ Writing Enhanced Course:
$\square$ Community Service Hours: Required: $\qquad$ Met: $\qquad$
$\square$ Overall GPA >=2.00
$\square$ GPA in Major $>=2.00$

## Residency Requirements:

[^0]Matriculation Year 2023-2024-Term: $\qquad$

## DIGITAL MEDIA MARKETING (54 cr)

ART (15 cr)
ART 103 Color and Design
ART 124 Digital Drawing
ART 222 Basic Digital Photography
ART 251 3-D Design
ART 319 Digital Photography
BUSINESS ( 15 cr )
BUS 101 Financial Accounting
BUS 206 Management Principles
BUS 207 Marketing Principles
BUS 208 Sales \& Sales Mgmt.
BUS 342 Business Law
(3)
(3)
(3)
(3)
(3) $\qquad$ $\square$
$\square$
(3)
(3)
(3)
(3)
$\square$
$\square$
$\square$

COMMUNICATIONS ( 15 cr )
ㅁ/ COM 260 Digital Storytelling
COM 332 Multimedia Creation-Pubs $\square$ COM 342 Social Media Marketing / COM 362 Multimedia Creation-Vids
$\square$ COM 420 Law \& Ethics/Mass Com
(3)
(3)
(3)
(3)
(3)
) $\underline{\square}$

CAPSTONE ( 3 cr )
/ $\square$ COM 481 Internship
( ) $\qquad$
Choose One ( 3 cr )
/ $\square$ BUS 309 Advertising \& Promotion
(3) $\qquad$ OR
/ $\square$ COM 340 Advertising Workshop
(3) $\qquad$
Related Requirement ( 3 cr ); Choose from COM 131, COM 223, COM 240, ART 235, ART 281, BUS 315
$\square$ $\qquad$ (3) $\qquad$
MINOR (optional) (17-21 cr)/ELECTIVES


## ELECTIVES (as needed)




[^0]:    $\square 45$ of last 60 credits
    $\square$ Min 12 Alvernia credits in major
    $\square$ Min 9 Alvernia credits in minor (if applicable)
    Min 123 non-remedial credits earned

