

Eight Semester Plan BA Digital Media Marketing

Semester 1	Credits	Semester 2	Credits
Diversity graduation requirement cannot be fulfilled through major courses; students should fulfill this with a Gen Ed class			
Writing Enhanced can be met by COM 131 if taken as their related requirement, but otherwise should be met with a Gen Ed class.			
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions BUS 101 THE 105 or PHI 105 ART 103: Color and Design ART 124: Digital Drawing	3 3 3 3 <u>3</u>	THE 105 or PHI 105 BUS 206 Gen Ed Gen Ed Gen Ed	3 3 3 3 <u>3</u>
TOTAL	15	TOTAL	15
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 3	Credits	Semester 4	Credits
ART 222: Basic Digital Photography COM 260: Digital Storytelling BUS 207 Gen Ed Gen Ed COM 132: Digital Publication Workshop	3 3 3 3 3 <u>1</u>	ART 235: Design with Type ART 281: Graphic Design and Illustration BUS 208: Sales and Sales Management Gen Ed Elective	3 3 3 3 3
TOTAL	16	TOTAL	16
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 5	Credits	Semester 6	Credits
COM 332: Multimedia Creation-Publishing BUS 342: Business Law COM 342: Social Media Marketing Gen Ed Gen Ed	3 3 3 3 <u>3</u>	ART 319: Digital Photography COM 362: Multimedia Creation-Video Gen Ed COM 340: Advertising Workshop or BUS 309: Advertising & Promotion Elective Elective	3 3 3 3 3 1
TOTAL	15	TOTAL	16
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 7	Credits	Semester 8	Credits
COM 420: Law & Ethics of Mass Communication Gen Ed Gen Ed Gen Ed Elective	3 3 3 3 <u>3</u>	COM 481: Internship Gen Ed/Elective Gen Ed/Elective Gen Ed/Elective Gen Ed/Elective	3 3 3 3 <u>3</u>
TOTAL	15	TOTAL	15
Complete 5 hours of Community Service		Complete 5 hours of Community Service	

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

