

Digital Media Marketing

(Applies to Students enrolling during the Academic Year beginning in August 2026) Total Credits in Program: 121

Semester 1	Cr	Semester 2	Cr
SRH 101: Search Seminar- Enduring Questions OR HNR 160: Honors SEARCH-Enduring Questions	3	THE 105 or PHI 105	3
THE 105 or PHI 105	3	BUS 206	3
ART 103: Color and Design	3	Gen Ed	3
ART 124: Digital Drawing	3	Gen Ed	3
BUS 101: Financial Accounting	3	Gen Ed	3
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
TOTAL CREDITS	15	TOTAL CREDITS	15
Semester 3	Cr	Semester 4	Cr
ART 222: Basic Digital Photography	3	ART 251: 3-D Design	3
BUS 207: Marketing Principles	3	BUS 208: Sales and Sales Management	3
COM 260: Digital Storytelling	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
COM 132: Digital Publication Workshop	1		
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
TOTAL CREDITS	16	TOTAL CREDITS	15
Semester 5	Cr	Semester 6	Cr
BUS 342: Business Law	3	ART 319: Digital Photography	3
COM 332: Multimedia Creation-Publication	3	COM 362: Multimedia Creation: Video	3
COM 342: Social Media Marketing	3	COM 340: Advertising Workshop OR BUS 309: Advertising and Promotion	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
TOTAL CREDITS	15	TOTAL CREDITS	15
Semester 7	Cr	Semester 8	Cr
COM 420: Media Law & Ethics	3	COM 481: Internship	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Gen Ed/Related Req./Elective	3	Gen Ed/Related Req./Elective	3
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
TOTAL CREDITS	15	TOTAL CREDITS	15

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Student Notes

- Students must enroll in courses required for second majors and minors when available, as shown in the Academic Completion Plans. Academic Completion Plans 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.
- You must meet with your minor advisor and consult the published Course Rotation Schedules to determine when the necessary classes are offered for your minor. You may not add additional time to degree completion beyond the completion of your major courses to complete the minor. Graduation may not be delayed after major requirements are met to complete a minor. Students making the decision to complete a minor or additional major may incur additional costs, financial aid adjustments, and elongated time to graduation (when such elongation is not prohibited by financial aid considerations).
- The Alvernia 15.4460 Graduation Policy published on Alvernia's policy webpage and the current Alvernia Course Catalog detail graduation requirements, honors at graduation, and eligibility to participate in the Commencement Ceremony.
- The Graduation Application is available on-line in myAlvernia in the 'Student Resources' tab under 'Registrar's Office'. Seniors must submit the online Graduation Application form by the following applicable date: October 1 for May Graduation; December 1 for August graduation; and March 1 for December graduation.

Advising Notes for Students, Faculty, Navigators and GAE Student Success Advisors

Course Catalogs (published on Alvernia's webpage)

Students must refer to the Course Catalog for the year they enrolled (matriculated) at Alvernia for program requirements. Students may elect to move to a later year with permission from the Department Chair and Dean by completing and submitting the published online form to the Registrar. General academic policies in the Course Catalog may be revised by Alvernia during a student's student's matriculation based on continuously improved practices or federal and state laws and regulations. All such changes will apply to students regardless of matriculation year.

Academic Completion Plans & Course Rotation Schedules (published on myAlvernia)

Academic Completion Plans (formerly 8-semester plans) provide the course timing by semester for each program. Course Rotation Schedules provide multi-year information listing specific course offerings by term. Courses will be scheduled based on the Academic Completion Plans and students must enroll in the specific courses listed during the semester indicated.

AUAdvise (available on myAlvernia logins)

Degree Audit uAchieve remains the official source for each student's curriculum audit and provides the opportunity to use the "what if" function to run scenarios for major changes or additions of minors.

EAB Navigate (available on myAlvernia for faculty and advisors, on app for students)

EAB Navigate is the official tool that faculty, advisors, navigators, GAE Student Success Advisors and administrators use for alerts as well as student meetings and advising session discussion notes. This tool, together with the student's degree audit from uAchieve comprise the student file that follows the student throughout their matriculation and is accessible by advisors, navigators, and other administrators for official purposes.

Additional Program Requirements and Progression Notes

Human Diversity can be fulfilled through diversity-designated courses in the course catalog.