# 2025 Academic Completion Plan
*(Applies to Students enrolling during the Academic Year beginning in August 2025)*

## BA Digital Media Marketing

| Semester 1 | Credits | Semester 2 | Credits |
|---|---|---|---|
| Human Diversity can be fulfilled through diversity-designated courses in the course catalog. | | | |
| 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 |
| BUS 101: Financial Accounting | 3 | Gen Ed | 3 |
| ART 103: Color and Design | 3 | Gen Ed | 3 |
| ART 124: Digital Drawing | 3 | Gen Ed | 3 |
| **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 | 3 | ART 235: Design with Type | 3 |
| COM 260: Digital Storytelling | 3 | ART 251: 3-D Design | 3 |
| BUS 207: Marketing Principles | 3 | BUS 208: Sales and Sales Management | 3 |
| Gen Ed | 3 | Gen Ed | 3 |
| Gen Ed | 3 | Gen Ed | 3 |
| COM 132: Digital Publication Workshop | 1 | | |
| **TOTAL** | **16** | **TOTAL** | **15** |
| Complete 5 hours of Community Service | | Complete 5 hours of Community Service | |

| Semester 5 | Credits | Semester 6 | Credits |
|---|---|---|---|
| COM 332: Multimedia Creation-Publication | 3 | ART 319: Digital Photography | 3 |
| BUS 342: Business Law | 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 | 3 | Gen Ed | 3 |
| Gen Ed OR Related Area Requirement Gen Ed* | 3 | Elective OR Related Area Requirement Gen Ed* | 3 |
| **TOTAL** | **15** | **TOTAL** | **15** |
| Complete 5 hours of Community Service | | Complete 5 hours of Community Service | |

| Semester 7 | Credits | Semester 8 | Credits |
|---|---|---|---|
| COM 420: Media Law & Ethics | 3 | COM 481: Internship | 3 |
| Gen Ed/ Elective | 3 | Gen Ed/ Elective | 3 |
| Gen Ed/ Elective | 3 | Gen Ed/ Elective | 3 |
| Gen Ed/ Elective | 3 | Gen Ed/ Elective | 3 |
| Gen Ed/ Elective | 3 | Gen Ed/ Elective | 3 |
| **TOTAL** | **15** | **TOTAL** | **15** |
| Complete 5 hours of Community Service | | Complete 5 hours of Community Service | |

* Related Area Requirement Gen Ed includes any one of these courses: COM 131, COM 223, COM 240, ART 235, ART 281, or BUS 315

**NOTES:**
- 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.
- Minors must be declared by the time specified in the current Alvernia Course Catalog and you must meet with your *minor 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.
- The Alvernia 15.4460 Graduation Policy 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 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.**

# Additional Curriculum Information Resources

## Course Catalogs

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 and notice to the Registrar. General academic policies in the Course Catalog may be revised by Alvernia during a 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

Academic Completion Plans (formerly 8-semester plans) provides the course timing by semester for each program. Courses will be scheduled based on the Academic Completion Plans and students must enroll in the specific courses listed during the semester indicated.

## AUAdvise

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

EAB Navigate is the official tool that faculty, advisors, navigators, 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.