



ADVISING WORKSHEET: MARKETING

GENERAL NOTES

- A minimum of 123 credits are required for graduation.
- Credits earned for COM 100 and MAT 100 do not count toward the 123 credits required for graduation; however, COM 100 students may petition for elective credit.
- 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.

MAJOR NOTES

To graduate with a Business degree, students must:

- 1) Have earned and maintain an overall grade point average of 2.0
- 2) Have earned 60 credits
- 3) Earn a "C" or higher in BUS 101, BUS 206, BUS 207, and the math course taken to fulfill the Liberal Arts General Education (MAT 110 suggested).
- 4) There is a 75 Hour Experiential Learning Graduation Requirement for all business majors. Please consult with your academic advisor.

OPPORTUNITIES FOR MAJORS

Alvernia University's Business Department is accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

Phi Beta Lambda

Phi Beta Lambda provides opportunities students to develop vocational competencies for business and office occupations and business teacher education. The specific goals are to promote competent, aggressive business leadership, understand American business enterprise, establish career goals, encourage scholarship, promote sound financial management, and develop character and self-confidence and to facilitate transition from school to work. The Alvernia College PBL Chapter has won many awards on both state and national levels. In competitions, the Alvernia PBL Chapter regularly participates in state and national workshops and conferences, is active in campus projects and completes community service projects.

Delta Mu Delta is a business honor society that recognizes academic excellence of students and encourages them to create a community that fosters the well-being of its members and the business community through life-time membership.

American Marketing Association Club The Alvernia AMA club is involved in a number of on campus activities related to marketing, business and university service. Each year a group of club members attends the international collegiate conference. The conference is specifically geared toward undergraduate marketing students looking to learn from industry professionals about careers and cutting edge marketing and sales practices, AMA collegiate chapters that want to celebrate their successes and learn best practice chapter management techniques and students and AMA faculty advisors wanting to network with their peers.

Internship Opportunities

Internship placements for our students have included Citizen's Bank, Walt Disney World, Rohm & Haas, Vangaurd, GVA Smith Mack, Haines & Kibblehouse, US Department of Treasury, US Department of Finance, Stroehmann/Maier's Bakery, Webb Insurance, InRoads, Reading Royals, Olsen/DeTurck, Philadelphia Eagles, Cott Beverage, Four Seasons Produce, Morgan Stanley, Ernst & Young and the Camden Riversharks.

The Washington Center Experience

Alvernia students have an opportunity to earn college credit by spending a semester or summer in Washington, D.C. where they serve as interns in a congressional office, government agency, major corporation, newspaper or news network, or agencies devoted to legal affairs, international relations, or business and economics. They also may intern with one of several non-profit groups dealing with the environment, women's issues, the arts, education, science, or labor relations among others. Participants are customarily juniors or seniors who have achieved grade point averages of 2.5 or better and who have the endorsement of the appropriate academic area. In addition to their internship, students select one seminar dealing with the arts and humanities, communication, public policy, the legal system, business, and government. Interested students should see their academic advisor.

Bloomberg Terminal

Alvernia University students have access to the Bloomberg Terminal, located in the CollegeTown building. The Bloomberg Terminal provided real-time and historical data, market moving news, and analytics to help leading business and financial professionals worldwide make better informed investment decisions. The university's subscription to the Bloomberg Terminal will enable students to become familiar with tools used in financial services while reinforcing classroom theory.

Matriculation Year 2022-2023

General Education (55-56 credits)

First Year Curriculum: Enduring Questions	Credits Required	Course	Term	Grade	Credits Earned
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions	3	SRH 101 / HNR 160			
COM 101: Composition & Research (Must earn a C or higher)	3	COM 101			
THE 105: Foundations of Theology	3	THE 105			
PHI 105: Introduction to Philosophy	3	PHI 105			

Mid-Level Liberal Arts Exploration	Credits Required	Course	Term	Grade	Credits Earned
EXPLORING THE NATURAL WORLD (6-8 credits)					
Lab Science (Biology, Chemistry, Physics)	3-4				
Math (Other than MAT 100) (must earn C or higher) (not MAT 100, MAT 208, MAT 209; MAT 110 recommended)	3-4				
INDIVIDUALS & COMMUNITIES (6 credits)					
History or Political Science	3				
PSY 101, HIS, POS, SOC, SSC, or ECON	3				
CULTURE & LANGUAGE (9 credits)					
Communication (not COM 100 or 101) *may be met with COM 344	3	Met in Related Area			
World Language – 2 courses in sequence	3 3				
CREATIVE EXPRESSIONS (6 credits)					
Literature (ENG)	3				
Art or Music or Theatre	3				
Ethical Leaders and Followers	Credits Required	Course	Term	Grade	Credits Earned
Theology or Philosophy (200-400 level)	3				
Theology or Philosophy (Ethics/Morality @ 200 level)	3				

Paths of Knowledge – Choose 1 Path		PoK may count towards minor or Related Requirements, but not Mid-Level Arts Exploration requirements.			
____ PATH 1: Interdisciplinary Study (IS) Three courses, at least two from Liberal Arts disciplines, not the major, at the 200-400 level from the interdisciplinary minors of Women & Gender Studies, Digital Media, Community & Environmental Sustainability, Community Engagement, Cultural Studies, Leadership Studies or Pre-Law.		____ PATH 2: Multi-disciplinary Study (MS) Three courses, at least two from Liberal Arts disciplines, not the major, at the 200-400 level employing multiple disciplinary perspectives to explore the Enduring Questions in one of the following themes: Cultural & Global Studies, Imagination & Creativity, Peace & Conflict, Poverty & Wealth or Sustainability, Science & Technology.		____ PATH 3: In-depth Disciplinary Study (DS) Three courses at the 200-400 level in one Liberal Arts discipline other than one's major, guided by common ideas and methods of inquiry. Students choose from Art, Biology, Chemistry, Communication, Computer Science, Economics, English, History, Mathematics, Music, Philosophy, Political Science, Psychology, Sociology, Theology, Theatre or World Languages. This path may be used to give students a firm foundation in a discipline supporting their chosen major, or to pursue an interest in one of the Liberal Arts disciplines.	
Course (See Catalog for lists of approved courses for each area.)		Area or Discipline	Term	Grade	Credits Earned

BS MARKETING (61 credits)

REQUIRED BUSINESS CORE (30 credits) ** Students must earn a C or higher in all courses in red**				
Course	Pre-Requisites	Term	Grade	Credits
BUS 101: Financial Accounting				3
One =>	BUS 200: Managerial Accounting I	BUS 101		3
	BUS 250: Accounting Principles <i>(recommended for students considering an ACCT major: consult with BUS 101 professor.)</i>	BUS 101		
BUS 206: Management Principles				3
BUS 207: Marketing Principles				3
One =>	MAT 208: Introductory Statistics	Satisfactory score math placement		3
	MAT 209: Probability & Statistics	HS algebra & satisfactory score math placement		
BUS 315: Bus Data & Info Analysis				3
BUS 342: Business Law				3
BUS 410: Financial Markets	ECON 248 or ECON 249			3
BUS 411: Corporate Finance	BUS 200 or 250			3
BUS 426: Strategic Management	BUS 200 or 250, Pre- or Co-requisite BUS 411; Senior-level standing			3

REQUIRED MARKETING COURSES (18 credits)				
Course	Pre-Requisites	Term	Grade	Credits
BUS 208: Sales & Sales Management				3
BUS 309: Advertising & Promotion	BUS 207 or instructor permission			3
BUS 324: Consumer Behavior				3
BUS 414: International Marketing	BUS 207, 248 or 249			3
BUS 434: Marketing Management				3
BUS 444: Marketing Research Seminar	Statistics course, BUS 207, ECON 248 or 249, senior standing			3

RELATED MARKETING REQUIREMENTS (9 credits)				
Course	Term	Grade	Credits	
COM 344: Writing for the Workplace			3	
ECON 248: Macroeconomics			3	
ECON 249: Microeconomics			3	
HIGH PERFORMER DEVELOPMENT SERIES (3 Credits) *Can take BUS 452 if Transfer student, Adult Ed, or with department chair approval				
BUS 251: High Perf Dev Series I			1	
BUS 351: High Perf Dev Series II	BUS 251		1	
BUS 451: High Perf Dev Series III	BUS 351		1	
PROFESSIONAL READINESS (1 Credit)				
UNIV 200: Career and Internship Prep			1	

RECOMMENDED COOPERATIVE EDUCATION (at least 3 credits; 9 credits max for BUS 441 and BUS 442)				
Course	Pre-Requisites	Term	Grade	Credits
BUS 441: Cooperative Education in Business I	Senior standing, completed 90 credits and UNIV 200			At least 3 credits
BUS 442: Cooperative Education in Business II	Senior standing, completed 90 credits and UNIV 200; BUS 441			At least 3 credits
COM 103 or COM 155				3

ELECTIVES or MINOR as required for the minimum 123 credits (not including MAT 100, COM 100)			
	Term	Grade	Credits

*** Please be advised to double check the 22-23 Course Catalog to ensure that you meet all prerequisite expectations for all required and related classes for this major.***

EIGHT SEMESTER PLAN

The below is not intended as a prescribed course progression.

It is one curriculum option among many possibilities for completing the Business curriculum at Alvernia.

Semester 1	Credits	Semester 2	Credits
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions	3	BUS 200 or 250	3
COM 101: Composition and Research	3	THE 105 or PHI 105	3
BUS 101: Financial Accounting	3	Gen Ed SEARCH	3
THE 105 or PHI 105	3	Gen Ed SEARCH	3
MATH (MATH 110 Recommended)	3	Gen Ed SEARCH	3
TOTAL	15	TOTAL	15
Semester 3	Credits	Semester 4	Credits
BUS 206: Management Principles	3	BUS 207: Marketing Principles	3
COM 344: Writing for the Workplace	3	MAT 208 or 209	3
ECON 248: Macroeconomics	3	ECON 249: Microeconomics	3
BUS 251: High Perf Dev Series I	1	Gen Ed SEARCH	3
UNIV 200: Career and Internship Prep	1	Gen Ed SEARCH	3
Gen Ed SEARCH	3		
Gen Ed SEARCH	3		
TOTAL	17	TOTAL	15
Semester 5	Credits	Semester 6	Credits
BUS 309: Advertising and Promotion	3	BUS 208: Sales & Sales Management	3
BUS 315: Bus Data & Info Analysis	3	BUS 324: Consumer Behavior	3
BUS 342: Business Law	3	BUS 410: Financial Markets	3
BUS 231: High Perf Dev Series II	1	Gen Ed SEARCH	3
Gen Ed SEARCH	3	Gen Ed SEARCH	3
Gen Ed SEARCH	3		
TOTAL	16	TOTAL	15
Semester 7	Credits	Semester 8	Credits
BUS 411: Corporate Finance	3	BUS 434: Marketing Management	3
BUS 414: International marketing	3	BUS 426: Strategic Management	3
BUS 444: Marketing Research Seminar	3	BUS 442: Cooperative II in Business	3
BUS 441: Cooperative I or Elective	3	(Recommended) <u>or</u> Elective	
BUS 251: High Perf Dev Series III	1	Elective	3
Gen Ed SEARCH	3	Elective	2
TOTAL	16	TOTAL	14

ADDITIONAL GRADUATION REQUIREMENTS	RESIDENCY REQUIREMENTS	GRADUATION CREDITS EARNED	
___ SRH 101/HNR 160: Search Seminar-Enduring Questions ___ HUMAN DIVERSITY MET WITH BUS 414 ___ COMMUNITY SERVICE HOURS ___ OVERALL GPA = 2.0 or higher ___ GPA IN MAJOR = 2.0 or higher ___ SENIOR CAPSTONE will be met with BUS 444 ___ WRITING ENHANCED COURSE will be met with COM 344 ___ 75 Hour Experiential Learning	___ Minimum of 123 non-remedial credits earned ___ 45 of last 60 credits ___ Minimum of 12 Alvernia credits in the major ___ Minimum of 9 Alvernia credits in the minor (if applicable)	Liberal Arts Core credits earned	
		Major and Related Area credits earned	
		Elective and/or Minor credits earned	
		SUBTOTAL	
		SUBTRACT CREDITS EARNED FOR MAT 100, and if applicable COM 100	
		TOTAL GRADUATION CREDITS	

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.

Application Deadlines: August Graduation - December 1; December Graduation - March 1; May Graduation - October 1.

Any questions, please call the Registrar's Office.