

Eight Semester Plan BS Marketing

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.

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
SRH 101: Search Sem-Enduring Questions or HNR 160: Honor Search-Enduring Questions	3	BUS 206: Management Principles	3
Gen Ed	3	BUS 200: Managerial Accounting or BUS 250: Accounting Principles	3
THE 105 or PHI 105	3	Gen Ed	3
BUS 101: Financial Accounting	3	Gen Ed	3
MATH (MAT 110 recommended) or Gen Ed	<u>3</u>	THE 105 or PHI 105	<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
BUS 207: Marketing Principles	3	ECON 249: Microeconomics	3
ECON 248: Macroeconomics	3	MAT 208 or 209	3
BUS 251: Higher Perf Dev Series I	1	Gen Ed	3
UNIV 200: Career & Internship Prep	1	Gen Ed	3
Gen Ed	3	Gen Ed or COM 344 (Spring only offered)	<u>3</u>
Gen Ed	3		
Gen Ed	<u>3</u>		
TOTAL	17	TOTAL	15
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Admission Requirements for Junior Level: overall grade point average of 2.0 or higher; completed 60 credits and have completed the following required courses with a minimum grade in each class of C: BUS 101, MAT core elective, BUS 206, and BUS 207			
Semester 5	Credits	Semester 6	Credits
BUS 315: Data Analytics & Info Systems	3	BUS 208: Introduction to Sales	3
BUS 342: Business Law	3	BUS 309: Advertising & Promotion	3
BUS 351: High Perf Dev Series II	1	BUS 324: Consumer Behavior	3
Gen Ed	3	BUS 410: Financial Markets	3
Gen Ed	3	Gen Ed or COM 344 (Spring only)	<u>3</u>
Gen Ed	<u>3</u>		
TOTAL	16	TOTAL	15
Complete 5 hours of Community Service		Complete 5 hours of Community Service	
Semester 7	Credits	Semester 8	Credits
BUS 411: Financial Decision Making	3	BUS 434: Marketing Management	3
BUS 414: Global Strategic Marketing	3	BUS 426: Strategic Management	3
BUS 444: Marketing Research Seminar	3	BUS 442: Cooperative Education in Business II (Recommended) or ELECTIVE	3
BUS 441: Cooperative Education in Business I (Recommended) or ELECTIVE	3	ELECTIVE	3
BUS 451: High Perf Dev Series III	1	ELECTIVE	<u>2</u>
Gen Ed	<u>3</u>		
TOTAL	16	TOTAL	14
Complete 5 hours of Community Service		Complete 5 hours of Community Service	

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.

If you have any questions, 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

Major Notes

To graduate with a Business degree, students must:

- Have earned and maintain an overall grade point average of 2.0
- Have earned 60 credits
- Earn a "C" or higher in BUS 101, BUS 206, BUS 207, and the math course taken to fulfill the General Education requirement.
- There is a 75 Hour Experiential Learning Graduation Requirement for all business majors.

Please consult with your academic advisor for more information.

Degree/Major: BS MARKETING

Name: _____ Id: _____

2nd Major: _____ 3rd Major: _____ Minor: _____ 2nd Minor: _____

Matriculation Year 2023-2024 - Term: _____

GENERAL EDUCATION

Grade Notes:

Enduring Questions (12 cr)

/_/ SEARCH Sem. Enduring Questions (3) _____
/_/ THE 105 Foundations of Theology (3) _____
/_/ PHI 105 Introduction to Philosophy (3) _____
/_/ COM 101 Composition & Research (3) _____
(C grade or better)

Exploring the Natural World (6-8)

/_/ MAT _____ (3-4) _____
(not MAT 100, 208 or 209 – MAT 110 recommended)
(must be earned with a grade of "C" or better)
/_/ _____ (3-4) _____
(Science with Lab)

Culture & Language (9 cr)

Could be met with COM 344 (x) _____
(not COM 100 or 101)

World Language – 2 courses in sequence

/_/ _____ (3) _____
/_/ _____ (3) _____

Individuals & Communities (6 cr)

/_/ HIS or POS _____ (3) _____
/_/ _____ (3) _____
(PSY, HIS, POS, SOC, SSC, or ECON)

Creative Expressions (6 cr)

/_/ LIT _____ (3) _____
/_/ _____ (3) _____
(Art, Music, or Theatre)

Ethical Leaders & Followers (6 cr)

/_/ THE/PHI _____ (3) _____
(200-400 level)
/_/ THE/PHI _____ (3) _____
(ethics/morality @ 200 level)

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

/_/ _____ () _____
/_/ _____ () _____
/_/ _____ () _____

- Human Diversity: will be met with BUS 414
- Senior Capstone: will be met with BUS 444
- Writing Enhanced Course: will be met with COM 344
- 75 Hour Experiential Learning - Met: _____
- Community Service Hours: Required: _____ Met: _____
- Overall GPA >= 2.00
- GPA in Major >= 2.00

Residency Requirements:

- 45 of last 60 credits
- Min 12 Alvernia credits in major
- Min 9 Alvernia credits in minor (if applicable)
- Min 123 non-remedial credits earned

MARKETING 61 credits

BUSINESS CORE (30 cr)

Grade Notes:

/_/ BUS 101 Financial Accounting (3)* _____
/_/ BUS 200 or 250 (3) _____
/_/ BUS 206 Management Principles (3)* _____
/_/ BUS 207 Marketing Principles (3)* _____
/_/ MAT 208 or 209 (3) _____
/_/ BUS 315 Data Analytics&Info Syst (3) _____
/_/ BUS 342 Business Law (3) _____
/_/ BUS 410 Financial Markets (3) _____
/_/ BUS 411 Financial Decision Making (3) _____
/_/ BUS 426 Strategic Management (3) _____

*must be earned with a grade of "C" or better

MARKETING (18 cr)

/_/ BUS 208 Introduction to Sales (3) _____
/_/ BUS 309 Advertising & Promotion (3) _____
/_/ BUS 324 Consumer Behavior (3) _____
/_/ BUS 414 Global Strategic Marketing (3) _____
/_/ BUS 434 Marketing Management (3) _____
/_/ BUS 444 Marketing Research Sem (3) _____

Related Area (9 cr)

/_/ COM 344 Writing for the Workplace (3) _____
/_/ ECON 248 Macroeconomics (3) _____
/_/ ECON 249 Microeconomics (3) _____

High Performer Development Series (3 cr)

/_/ BUS 251 High Perf Dev Series I (1) _____
/_/ BUS 351 High Perf Dev Series II (1) _____
/_/ BUS 451 High Perf Dev Series III (1) _____

(With Department Chair approval, Transfer and/or Adult Education students may take BUS 452 to fulfill this requirement.)

Professional Readiness (1 cr)

/_/ UNIV 200 Career & Internship Prep (1) _____

Recommended

/_/ BUS 441 Co-op Education in Bus I () _____
/_/ BUS 442 Co-op Education in Bus II () _____
/_/ COM 103 or 155 (3) _____

ELECTIVES (as needed)

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