

## Eight Semester Plan BS Marketing

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
COM 101: Composition and Research or Gen Ed THE 105 or PHI 105	3	BUS 200: Managerial Accounting or BUS 250: Accounting Principles	3
BUS 101: Financial Accounting	3	Gen Ed	3
MAT (MAT 110 recommended) or Gen Ed	<u>3</u>	Gen Ed	3
<b>TOTAL</b>	<b>15</b>	THE 105 or PHI 105	<u>3</u>
Complete 5 hours of Community Service		<b>TOTAL</b>	<b>15</b>
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: High Perf Dev Series I	1	Gen Ed	3
Gen Ed or COM 344	3	Gen Ed	3
Gen Ed	3	Gen Ed or COM 344	<u>3</u>
Gen Ed	<u>3</u>		
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>
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	<u>3</u>
Gen Ed	<u>3</u>		
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>
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>3</u>
Gen Ed	<u>3</u>		
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>
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

### **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.

