Eight Semester Plan BS Marketing

Semester 1	Credits	Semester 2	Credits
SRH 101: SEARCH Sem-Enduring Questions or	3	BUS 206: Management Principles	3
HNR 160: Honor SEARCH-Enduring Questions		BUS 200: Managerial Accounting or BUS 250:	3
COM 101: Composition and Research or Gen Ed	3	Accounting Principles	
THE 105 or PHI 105	3	Gen Ed	3
BUS 101: Financial Accounting	3	Gen Ed	3
MAT (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: 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>		
TOTAL	16	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	<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	3
BUS 441: Cooperative Education in Business I	3	(Recommended) or ELECTIVE	
(Recommended) or ELECTIVE		ELECTIVE	3
BUS 451: High Perf Dev Series III	1	ELECTIVE	<u>3</u>
Gen Ed	<u>3</u>		
TOTAL	16	TOTAL	15
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

 $[\]cdot$ 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 Registran's Office as follows: October 1 for May Graduation; December 1 for August graduation; and March 1 for December graduation.

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. <u>Degree Audit uAcheive</u> remains the official source for each student's curiculum 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:		
2 nd Major: 3 rd Major: Minor:	2 nd Minor:	Matriculation Year 2024-2025 -	Term:
GENERAL EDUCATION Grad	de Notes:	MARKETING 60 credits	
		BUSINESS CORE (30 cr)	Grade Notes:
Enduring Questions (12 cr)		/ / BUS 101 Financial Accounting	(3)*
		/_ / BUS 200 or 250	(3)
		/ / BUS 206 Management Principles	(3)*
/_/ PHI 105 Introduction to Philosophy (3)		/ / BUS 207 Marketing Principles	(3)*
		/_ / MAT 208 or 209	(3)
	_		
(C grade or better)		/ / BUS 315 Data Analytics&Info Syst	(3)
T 1 ' 41 N 4 1 N 11 (6 0)		/ / BUS 342 Business Law	(3)
Exploring the Natural World (6-8)		/ / BUS 410 Financial Markets	(3)
/_/MAT(3-4)		/ / BUS 411 Financial Decision Making	(3)
(not MAT 100, 208 or 209 – MAT 110 recommen		/ / BUS 426 Strategic Management	(3)
(must be earned with a grade of "C" or bet	tter)	*must be earned with a grade of "C" or	better
//(3-4)			
(Science with Lab)		MARKETING (18 cr)	
		/_/ BUS 208 Introduction to Sales	(3)
Culture & Language (9 cr)		/_/ BUS 309 Advertising & Promotion	(3)
\square Could be met with COM 344 (x)		/_/ BUS 324 Consumer Behavior	(3)
(not COM 100 or 101)			(3)
World Language – 2 courses in sequence		/_/ BUS 434 Marketing Management	(3)
(3)			(3)
(3)		// BUS 444 Marketing Research Sem	(3)
		Related Area (9 cr)	
Individuals & Communities (6 cr)		// COM 344 Writing for the Workplace	(3)
// HIS or POS(3)	<u> </u>	/ / ECON 248 Macroeconomics	(3)
//(3)		/ / ECON 249 Microeconomics	(3)
(PSY, HIS, POS, SOC, SSC, or ECON)		_	
Creative Expressions (6 cr)		High Performer Development Series (3 cr)	
/_/ LIT(3)		// BUS 251 High Perf Dev Series I	(1)
/_/ LII(3)		/_/ BUS 351 High Perf Dev Series II	(1)
(3)		// BUS 451 High Perf Dev Series III	(1)
(Art, Music, or Theatre)		(With Department Chair approval, Tra	
		Adult Education students may take BU	
Ethical Leaders & Followers (6 cr)			05 452 to fulfill
/_/ THE/PHI(3)		this requirement.)	
(200-400 level)			
/_/THE/PHI(3)		Recommended	
(ethics/morality @ 200 level)		/ / BUS 441 Co-op Education in Bus I	(1)
Paths of Knowledge (9 cr @ 200-400 level in ONE pa	ath)	/ / DIIS 440 C	()
Path 1: Interdisciplinary Study; at least two from Liberal Arts	aui)	/ / BUS 442 Co-op Education in Bus II	·
		/ / GONE 100 155	(3)
Path 2: Multidisciplinary Study; at least two from Liberal Arts		/ / COM 103 or 155	(3)
Path 3: In-depth Disciplinary Study; from same Liberal Arts			
()_		ELECTIVES (as needed)	
/_/()			
/_/()		//	()
		/ <u>/</u>	()
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	· 		(
		/	()
\square GPA in Major >= 2.00		//	()
Darthan on Danishan		//_	()
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		//	()