

Marketing

(Applies to Students enrolling during the Academic Year beginning in August 2026) Total Credits in Program: 120

Semester 1	Cr	Semester 2	Cr
SRH 101: SEARCH Seminar-Enduring Questions or HNR 160: Honors SEARCH-Enduring Questions	3	BUS 206: Management Principles	3
COM 101: Composition and Research or Gen Ed	3	BUS 200: Managerial Accounting or BUS 250: Accounting Principles	3
THE 105: Foundations of Theology or PHI 105: Introduction to Philosophy	3	THE 105: Foundations of Theology or PHI 105: Introduction to Philosophy	3
BUS 101: Financial Accounting	3	Gen Ed	3
MAT (MAT 110: Business Mathematics recommended) or Gen Ed	3	Gen Ed	3
Complete 5 Hours of Community Service		Complete 5 Hours of Community Service	
TOTAL CREDITS	15	TOTAL CREDITS	15
Semester 3	Cr	Semester 4	Cr
BUS 207: Marketing Principles	3	ECON 249: Microeconomics	3
ECON 348: Macroeconomics	3	MAT 208: Introductory Statistics or MAT 209: Probability & Statistics	3
BUS 251: High Performer Development Series I	1	Gen Ed or COM 344: Technical & Professional Writing	3
Gen Ed or COM 344: Technical & Professional Writing	3	Gen Ed	3
Gen Ed	3	Gen Ed	3
Gen Ed	3		
Complete 5 Hours of Community Service		Complete 5 Hours of Community Service	
TOTAL CREDITS	16	TOTAL CREDITS	15
Semester 5	Cr	Semester 6	Cr
BUS 315: Data Analytics & Information Systems	3	BUS 208: Introduction to Sales	3
BUS 342: Business Law	3	BUS 309: Advertising & Promotion	3
BUS 351: High Performer Development Series II	1	BUS 324: Consumer Behavior	3
Gen Ed	3	BUS 410: Financial Markets	3
Gen Ed	3	Gen Ed or COM 344: Technical & Professional Writing	3
Gen Ed	3		
Complete 5 Hours of Community Service		Complete 5 Hours of Community Service	
TOTAL CREDITS	16	TOTAL CREDITS	15
Semester 7	Cr	Semester 8	Cr
BUS 411: Financial Decision Making	3	BUS 434: Marketing Management	3
BUS 414: Global Strategic Marketing	3	BUS 426: Strategic Management	3
BUS 441 Cooperative Education in Business I (recommended) or ELECTIVE	3	BUS 442: Cooperative Education in Business II (recommended) or ELECTIVE	3
BUS 444: Marketing Research Seminar	3	ELECTIVE	3
Bus 451 High Performer Development Series III	1		
Gen Ed	3		
Complete 5 Hours of Community Service		Complete 5 Hours of Community Service	
TOTAL CREDITS	16	TOTAL CREDITS	12

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Student Notes

- Students must enroll in courses required for second majors and minors when available, as shown in the Academic Completion Plans. 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.
- You must meet with your minor advisor and consult the published Course Rotation Schedules to determine when the necessary classes are offered for your minor. You may not add additional time to degree completion beyond the completion of your major courses to complete the minor. Graduation may not be delayed after major requirements are met to complete a minor. Students making the decision to complete a minor or additional major may incur additional costs, financial aid adjustments, and elongated time to graduation (when such elongation is not prohibited by financial aid considerations).
- The Alvernia 15.4460 Graduation Policy published on Alvernia's policy webpage 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 in the 'Student Resources' tab under 'Registrar's Office'. Seniors must submit the online Graduation Application form by the following applicable date: October 1 for May Graduation; December 1 for August graduation; and March 1 for December graduation.

Advising Notes for Students, Faculty, Navigators and GAE Student Success Advisors

Course Catalogs (published on Alvernia's webpage)

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 by completing and submitting the published online form to the Registrar. General academic policies in the Course Catalog may be revised by Alvernia during a student's 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 & Course Rotation Schedules (published on myAlvernia)

Academic Completion Plans (formerly 8-semester plans) provide the course timing by semester for each program. Course Rotation Schedules provide multi-year information listing specific course offerings by term. Courses will be scheduled based on the Academic Completion Plans and students must enroll in the specific courses listed during the semester indicated.

AUAdvise (available on myAlvernia logins)

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 (available on myAlvernia for faculty and advisors, on app for students)

EAB Navigate is the official tool that faculty, advisors, navigators, GAE Student Success Advisors 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.

Additional Program Requirements and Progression Notes

The Human Diversity requirement will be met with BUS 414: Global Strategic Marketing.

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