

2025 Academic Completion Plan
(Applies to Students enrolling during the Academic Year beginning in August 2025)

BS Marketing

Semester 1	Credits	Semester 2	Credits
The Human Diversity requirement will be met with BUS 414: Global Strategic Marketing.			
SRH 101: SEARCH Seminar-Enduring Questions or	3	BUS 206: Management Principles	3
HNR 160: Honors SEARCH-Enduring Questions		BUS 200: Managerial Accounting or BUS 250: Accounting Principles	3
COM 101: Composition and Research or Gen Ed	3	Gen Ed	3
THE 105: Foundations of Theology or PHI 105: Introduction to Philosophy	3	Gen Ed	3
BUS 101: Financial Accounting	3	THE 105: Foundations of Theology or PHI 105: Introduction to Philosophy	<u>3</u>
MAT (MAT 110: Business Mathematics recommended) or Gen Ed	<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 348: Macroeconomics	3	MAT 208: Introductory Statistics or MAT 209: Probability & Statistics	3
BUS 251: High Performer Development Series I	1	Gen Ed	3
Gen Ed or COM 344: Technical & Professional Writing	3	Gen Ed	3
Gen Ed	3	Gen Ed or COM 344: Technical & Professional Writing	<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 & 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	<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 Performer Development 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	

- NOTES:**
- 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.
 - Minors must be declared by the time specified in the current Alvernia Course Catalog and you must meet with your *minor 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.
 - The Alvernia 15.4460 Graduation Policy 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 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.**

Additional Curriculum Information Resources

Course Catalogs

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 and notice to the Registrar. General academic policies in the Course Catalog may be revised by Alvernia during a 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

Academic Completion Plans (formerly 8-semester plans) provides the course timing by semester for each program. Courses will be scheduled based on the Academic Completion Plans and students must enroll in the specific courses listed during the semester indicated.

AUAdvise

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

[EAB Navigate](#) is the official tool that faculty, advisors, navigators, 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.