

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 |
|--|---------|---|---------|
| SRH101: Search Sem-Enduring Questions or HNR 160Honor Search-Enduring Questions | 3 | BUS206: Management Principles | 3 |
| Gen Ed | 3 | BUS200: Managerial Accounting or BUS250: Accounting Principles | 3 |
| THE 105 or PHI 105 | 3 | GenEd | 3 |
| BUS101: Financial Accounting | 3 | Gen Ed | 3 |
| MATH (MAT 110 recommended) or Gen Ed | 3 | THE 105 or PHI 105 | 3 |
| 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 | | | |
| ECON 248 Macroeconomics | | | |
| BUS 251: Higher Perf Dev Series I | | | |
| UNIV 200: Career & Internship Prep | | | |
| Gen Ed | | | |
| Gen Ed | | | |
| Gen Ed | | | |

Curriculum Sheets, EAB Navigate, and AU Advise

The information on this page and the Curriculum Sheet is provided in AU Advise and EAB Navigate as a static tool for discussion purposes when meeting with students to schedule [Courses Audit](#) [uAcheive](#)

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 MidLevel Liberal Arts Exploration requirement.
- { Students are expected to follow the catalog requirements for General Education, 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
- { 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: BSMARKETING

Name: _____ Id: _____

2nd Major: _____ 3rd Major: _____ Minor: _____ 2nd Minor: _____ Matriculation Year 20232024- Term: _____

GENERAL EDUCATION

GradeNotes:

MARKETING 61 credits

BUSINESSCORE (30 cr)

GradeNotes:

Enduring Questions(12 cr)

/_/ BUS 101 FinancialAccounting

(3)* _____

/_/ SEARCHSem.EnduringQuestions

(3) _____

/_/ BUS 200 or 250

(3) _____

/