

Direct and Interactive Marketing BS Degree Program

School of Business and Technology

Applications accepted for fall only. NYSED: 20809 HEGIS 0509

The major in Direct and Interactive Marketing offers students the opportunity to prepare for entry-level management positions in the marketing departments in a wide variety of industries, including account executives, database marketers, media managers, and market researchers.

Semester 5		Credits
MAJOR AREA	AC 272 - Research Methods in Integrated Marketing Communications	3
	DM 211 - Workshop in Direct Marketing	3
LIBERAL ARTS	choice - see Speech*	3
	EN 321 - Strategies of Business Communication	3
	MA 222 - Statistical Analysis*	3
	SS 242 - Microeconomics	3
Semester 6		
MAJOR AREA	DM 321 - Database Marketing	3
	DM 331 - Direct Response Copywriting	3
RELATED AREA	MG 306 - Information Systems: Case Analysis	2
LIBERAL ARTS	MA 311 - Mathematical Modeling for Business Applications*	3
GENERAL EDUCATION	choice - see Other World Civilizations* G9	3
Semester 7		
MAJOR AREA	DM 421 - Direct Marketing Finance and Operations	3
	DM 432 - Direct Response Media Planning	3
LIBERAL ARTS	PL 431 - Philosophy: Ethics	3
	choice - see English Literature*	3
	choice - Liberal Arts Elective	3
GENERAL EDUCATION	choice - see Foreign Language* G8	3
Semester 8		
MAJOR AREA	DM 433 - Direct Marketing Communications	3
	DM 435 - Internet Marketing	3
	choice - Internship**	3-4
LIBERAL ARTS	choice - see Foreign Language*	3
GENERAL EDUCATION	choice - see American History* G10	3
TOTAL CREDIT REQUIREMENTS		
	GENERAL EDUCATION	9
	MAJOR AREA	27-28
	RELATED AREA	2
	LIBERAL ARTS	27
	Total Credits:	65-66

***Fall 2014 Requirements:** See below.

FIT's Gen Ed courses are organized along the following categories: G1 Basic Communication; G2 Mathematics; G3 Natural Sciences; G4 Social Sciences; G5 Western Civilization; G6 The Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

American History: 3 credits

CHOICE of EN 271 or 272, or LA 221 or 392 (any one of these meets G10).

English Literature: 3 credits

CHOICE of any 200- or 300-level EN course except Speech.

Foreign Language: 6 credits

Two semesters of the same foreign language, one of which must meet G8.

Mathematics:

Arithmetic proficiency must be completed prior to enrolling in MA 222. Algebra proficiency must be completed prior to enrolling in MA 311.

Other World Civilizations: 3 credits

CHOICE of SS 353, 354, 355, 356, 374, or 393 (any one of these meets G9).

Speech: 3 credits

CHOICE of EN 241, 242, 244, or 342, or a liberal arts elective may be substituted if an equivalent speech course has been taken previously.

****Internship:** 3-4 credits

CHOICE of IC 497 or 498.

NOTE: Business and Technology BS bridge course condition: SS 141 Macroeconomics (this course is the prerequisite for SS 242 Microeconomics at the bachelor degree level).