

Direct and Interactive Marketing

Bachelor of Science Degree Program (BS)

Applications accepted for fall only. 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	EN 321 - Strategies of Business Communication	3
	MA 222 - Statistical Analysis*	3.5
	SS 242 - Microeconomics	3
	choice - see Speech*	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
	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 - see Foreign Language* G8	3.5
	choice - Liberal Arts Elective	3
Semester 8		
MAJOR AREA	DM 433 - Direct Marketing Communications	3
	DM 435 - Internet Marketing	3
	choice - Internship**	3-4
LIBERAL ARTS	choice - see American History* G10	3
	choice - see Foreign Language* G8	3-3.5
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	27-28
	RELATED AREA	2
	LIBERAL ARTS	37-37.5
	Total Credits:	66-67.5

SUNY General Education Requirements:

A "G" followed by a number 1-10 identifies specific courses that meet SUNY General Education baccalaureate degree requirements (or visit fitnyc.edu/gened).

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.

***Requirements:** See below.

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: 6.5-7 credits

Two semesters of the same foreign language, one of which must be a 3.5 credit nonconversational course (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.