

# Direct and Interactive Marketing BS Degree Program

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## 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. Curriculum below is for the entering class of Fall 2015.

<b>Semester 5</b>		<b>Credits</b>
MAJOR AREA	DM 211 - Workshop in Direct Marketing	3
RELATED AREA	AC 272 - Research Methods in Integrated Marketing Communications	3
LIBERAL ARTS	EN 321 - Strategies of Business Communication	3
	MA 222 - Statistical Analysis	3
	SS 242 - Microeconomics	3
	choice - see Liberal Arts / Speech*	3
<b>Semester 6</b>		
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
<b>Semester 7</b>		
MAJOR AREA	DM 421 - Direct Marketing Finance and Operations	3
	DM 432 - Direct Response Media Planning	3
LIBERAL ARTS	choice - see English Literature*	3
	choice - see Foreign Language* G8	3
	choice - Liberal Arts elective*	3
<b>Semester 8</b>		
MAJOR AREA	DM 433 - Direct Marketing Communications	3
	DM 435 - Internet Marketing	3
LIBERAL ARTS	PL 431 - Philosophy: Ethics	3
	choice - see American History* G10	3
	choice - see Foreign Language*	3
<b>TOTAL CREDIT REQUIREMENTS</b>		
	MAJOR AREA	21
	RELATED AREA	5
	LIBERAL ARTS	36
<b>Total Credits:</b>		<b>62</b>

**Fall 2015 Requirements:** See below.

**\* Liberal Arts: 36 credits.**

- **American History: 3 credits.** CHOICE of EN 271 or 272, or HI 202 or 391; any one of these meets General Education American History requirement (G10).
- **English Literature: 6 credits.** EN 321 and 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 General Education Foreign Language requirement (G8).
- **Other World Civilizations: 3 credits.** CHOICE of SS 353, 354, 355, 356, 374, or 393; any one of these meets General Education Other World Civilizations requirement (G9).
- **Mathematics: 6 credits.** MA 222 and MA 311.
- **Philosophy: 3 credits.** PL 431.
- **Social Sciences: 3 credits.** SS 242.
- **Speech: 3 credits.** CHOICE of EN 241, 242, 244, 245, or 342, or a liberal arts elective may be substituted if an equivalent speech course has been taken previously.
- **Liberal Arts elective: 3 credits.** Select Liberal Arts courses from the following subject areas: **CH** (Chinese), **EN** (English), **FI** (Film & Media) - any FI course other than FI 261, 361, 461, 362, and 462, **FR** (French), **HA** (History of Art), **HE** (Health Education) 201, 301, **IT** (Italian), **JA** (Japanese), **MU** (Music), **HI** (History), **MA** (Math), **LA** (Liberal Arts), **MC** (Modern Languages & Cultures), **PE** (Physical Education & Dance) 215, 216, 217, **PL** (Philosophy), **SC** (Science), **SP** (Spanish), and **SS** (Social Science). See Liberal Arts Courses.

**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). Students must take AC 111 Advertising and Promotion (3 cr.) or AC 114 Marketing for Integrated Marketing Communications (3 cr.) before registering for DM 211 Workshop in Direct Marketing (3 cr.)