

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. Curriculum below is for the entering class of Fall 2017.

Semester 5		Credits
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
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	choice - see English Literature*	3
	choice - see Foreign Language* G8	3
	choice - Liberal Arts elective*	3
Semester 8		
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
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	21
	RELATED AREA	5
	LIBERAL ARTS	36
	Total Credits:	62

Fall 2017 Requirements: See below

*** Liberal Arts: 36 credits.**

- **Economics: 3 credits.** SS 242
- **English: 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)
- **Mathematics: 6 credits.** MA 222 and MA 311
- **Philosophy: 3 credits.** PL 431
- **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: 9 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: Students must have taken the following courses prior to entering the program: AC 111 Advertising and Promotion (3 cr.) or AC 114 Marketing for Integrated Marketing Communications (3 cr.) and SS 141 Macroeconomics (3 cr.)