

Direct and Interactive Marketing BS Degree Program

School of Business and Technology

Applications accepted for fall only. NYS ED: 20809 CIP: 52.1402

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 2020.

Semester 5		Credits
MAJOR AREA	DM 300 - Direct Interactive Marketing Principles, Issues, and Application	3
RELATED AREA	FM 303 - Fashion Business Law or IN 324 - International Marketing Research	3
LIBERAL ARTS	EN 321 - Strategies of Business Communication	3
	MA 222 - Statistical Analysis	3
	SS 242 - Microeconomics	3
	choice - see Requirements*: 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 Requirements*: Liberal Arts Elective	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 Requirements*: Liberal Arts/Foreign Language G8	3
	choice - see Requirements*: 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 Requirements*: Liberal Arts Elective	3
	choice - see Requirements*: Liberal Arts/Foreign Language	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	21
	RELATED AREA	5
	LIBERAL ARTS	36
	Total Credits:	62

*Fall 2020 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.** Mathematics Proficiency must be completed prior to enrolling in MA 222 and MA 311
- **Philosophy: 3 credits.** PL 431
- **Speech: 3 credits.** CHOICE of EN 241, EN 242, EN 244, EN 245, or EN 342, or a liberal arts elective may be substituted if an equivalent speech course has been taken previously

Liberal Arts Elective(s): 9 credits.

Select Liberal Arts courses from the following subject areas:

AB (Arabic); **CH** (Chinese); **EN** (English); **FI** (Film and Media) – any FI course other than FI 205, 261, 361, 362, 461, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301; **IT** (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Science).

NOTE: Students must have taken the following courses prior to entering the program: AC 114 and SS 141

Upon graduating from the Direct and Interactive Marketing BS program, students will be able to:

1. Explain the differences between Direct Marketing & General Marketing, and determine how these direct marketing tools are used to generate sales and awareness for all product categories.
2. Prepare an overall creative statement, write DM advertising copy, and prepare artwork for a variety of media including direct mail, magazines, e-mail/internet, etc.
3. Prepare and analyze DM financial plans using Microsoft Excel.
4. Develop media plan including TV digital, platforms and print (e.g., how, when and where they are used effectively)
5. Communicate clearly and persuasively in written documents, mediated communication, and oral presentations.
6. Understand the ethical standards for the practice of direct & indirect marketing and be able to apply the standards to their own environment and practice.
7. Critically analyze direct marketing brand issues and opportunities.