

Direct and Interactive Marketing BS Degree Program

School of Business and Technology

Applications accepted for fall only. NYSSED: 20809 CIP: 52.1402

Students in the major in Direct and Interactive Marketing study internet marketing, media planning, and direct marketing communications, and get hands-on experience that includes developing multifaceted campaigns for actual products. This program 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 2021.

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(s) | 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(s) | 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(s) | 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 2021 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 Studies); FR (French); HA (History of Art); **HE** (Health Education) 201, 301; **IT** (Italian). **JA** (Japanese); MU (Music); HI (History); **M** (Languages and Cultures); **PE** (Physical Education and Dance) 215, 216,

217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). Click on a prefix for a listing of courses available in the subject area.

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.