

Direct and Interactive Marketing BS Degree Program

<http://fitnyc.edu/dm>

School of Business and Technology

Applications accepted for fall only. NYS ED: 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 2025.

Semester 5		Credits		
MAJOR	DM 300 - Direct & Interactive	3		choice - see Requirements: Liberal Arts/Foreign Language
AREA	Marketing Principles, Issues, and Application			
RELATED	FM 303 - Fashion Business Law	3		
AREA	or IN 324 - International Marketing Research			
LIBERAL	EC 242 - Microeconomics	3		
ARTS				
	EN 321 - Strategies of Business Communication	3		
	MA 222 - Statistical Analysis	3		
	choice - see Requirements: Liberal Arts/Speech	3		
Semester 6				
MAJOR	DM 321 - Database Marketing	3		
AREA				
	DM 331 - Direct Response Copywriting	3		
RELATED	MG 306 - Information Systems: Case Analysis	2		
AREA				
LIBERAL	MA 311 - Mathematical Modeling for Business Applications	3		
ARTS				
	choice - see Requirements: Liberal Arts Elective	3		
Semester 7				
MAJOR	DM 421 - Direct Marketing Finance and Operations	3		
AREA				
	DM 432 - Direct Response Media Planning	3		
LIBERAL	choice - see English Literature	3		
ARTS				
	choice - see Requirements: Liberal Arts/Foreign Language G8	3		
	choice - see Requirements: Liberal Arts Elective	3		
Semester 8				
MAJOR	DM 433 - Direct Marketing Communications	3		
AREA				
	DM 435 - Internet Marketing	3		
LIBERAL	PL 431 - Philosophy: Ethics	3		
ARTS				
	choice - see Requirements: Liberal Arts Elective	3		

TOTAL CREDIT REQUIREMENTS		
MAJOR AREA		21
RELATED AREA		5
LIBERAL ARTS		36
Total Credits:		62

Fall 2025 Requirements: See below.

Liberal Arts and Sciences Course Content Requirements
(24 AAS credits* + 36 BS credits = 60 credits total)

- **Economics: 6 credits.**
 - EC 141*
 - EC 242
- **English: 15 credits.**
 - EN 131* (or EN 121 transferred or taken prior to Fall 2024).
 - CHOICE any 200- or 300-level EN literature or speech course.*
 - EN 321
 - CHOICE of Speech course: EN 241, EN 242, EN 244, EN 245, or EN 342.
 - CHOICE of an 200- or 300-level EN literature course.
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8).
- **Mathematics: 9 credits.**
 - CHOICE of any MA that meets SUNY G2*
 - MA 222
 - MA 311
- **Natural Science: 3 credits.** CHOICE of any SC that meets SUNY (G3)*
- **Philosophy: 3 credits.**
 - PL 431
- **General Education: 3 credits*.** CHOICE of one additional SUNY General Education Area:
 - Western Civilization (G5)
 - Arts (G6)
 - Other World Civilizations (G9)
 - American History (G10)

Liberal Arts Elective(s): 15 credits.* Select Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EC (Economics); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian), JA (Japanese); HI (History); MA (Math); MC (Modern

Languages and Cultures); MU (Music); PC (Political Science); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences).

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

****Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

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.