



B.S. DEGREE IN DIRECT AND INTERACTIVE MARKETING MAJOR

EFFECTIVE FALL 2007, FALL 2008, SPRING/FALL 2009

STUDENT WORKSHEET

This is your department worksheet. Your DARS audit is the only official document of progress toward graduation.

Students may see any **Full-Time Faculty** for advisement, in B-403, during their posted office hours without an appointment. **If you need to see Professor ROBERTA ELINS, Chairperson, come to Room B-403, or call (212) 217-4750 for an appointment, between the hours of 9:00am to 4:45pm.**

Major Area Requirements

25 credits

- DM 211 (Formerly DM311) Workshop in Direct Marketing
- DM 321 Database Marketing
- DM 331 Direct Response Copywriting
- DM 421 DM Finance and Operations
- DM 432 Direct Response Media Planning
- DM 433 Direct Marketing Communications
- AC 272 (Formerly AC371) Research Methods in Integrated Marketing Communications
- IC 491 Senior Internship

Related Area Requirements

2 credits

- MG 306 Information Systems: Case Analysis

Major or Related Area Elective (Choose 1)

3 credits

- DM 434 Direct Marketing Campaign Planning and Execution
- DM 435 Internet Marketing
- AC 231 Advertising Copywriting
- AC 262 Multimedia Presentation
- AC 362 Broadcast Workshop
- BL 343 Business Law
- FM 231 Strategies of Selling
- FM 262 Contemporary Retail Management
- FM 323 Merchandising for Electronic Commerce

SUNY General Education Requirements

A "G" followed by a number 1-10 identifies courses that meet SUNY General Education baccalaureate degree requirements (see FIT's website, www.fitnyc.edu/gened). (These courses are Department specific and cannot be substituted.)

G1 Basic Communication; G2 Math; G3 Science; G4 Social Science; G5 Western Civilization; G6 Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

Liberal Arts Requirement

36.5-37.5 credits

- EN 321 Writing for Business
- Speech Choice of: EN 241, 242, 244, 341, or 342, or a liberal arts elective may be substituted if an equivalent speech course has been taken previously.
- English Literature Choice of any 200- or 300- level EN course, except Speech
- Foreign Language _____ Two semesters of the same foreign language one of which must be a 3.5 credit non-conversational course. (G8)
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- MA 222 Statistical Analysis (Arithmetic proficiency must be completed prior to enrolling in MA 222.)
- MA 311 Math Modeling/Bus. Apps. (Algebra proficiency must be completed prior to enrolling in MA 311.)
- SS 342 Microeconomics
- Other World Civilizations Choice of: SS 353, 354, 355, 356, 374, or 393 (any one of these meets G9).
- American History Choice of: EN 271, 272, LA 221, or 392 (any one of these meets G10).
- PL 431 Philosophy: Ethics
- Liberal Arts Elective _____

COURSES USED FOR A.A.S. DEGREE MUST be replaced for the B.S. degree.

Liberal Arts courses MUST be replaced with a Liberal Arts Course.

Major Area and Related Area courses MUST be replaced with an additional DM or Related Area Elective.

B.S. Degree in D&IM (continued)

Semester 5	credits
Major Area	
DM 211 Workshop in Direct Marketing	3
AC 272 Research Methods in IMC	3
Liberal Arts	
EN 321 Writing for Business	3
MA 222 Statistical Analysis*	3.5
SS 342 Microeconomics	3
Choice see Speech	3
18.5 credits	

Semester 7	credits
Major Area	
DM 421 DM Finance and Operations	3
DM 432 Direct Resp. Media Planning	3
Liberal Arts	
PL 431 Philosophy: Ethics	3
Choice see English Literature	3
Choice see Foreign Language* G8	3-3.5
Choice Liberal Arts Elective	3
18-18.5 credits	

Semester 6	credits
Major Area	
DM 321 Database Marketing	3
DM 331 Direct Response Copywriting	3
Related Area	
MG 306 Info. Systems: Case Analysis	2
Liberal Arts	
MA 311 Math Modeling/Bus. Apps.**	3
Choice see Other World Civ. G9	3
14 credits	

Semester 8	credits
Major Area	
DM 433 Direct Mktg. Communications	3
IC 491 Senior Internship	4
Related Area	
Choice Major or Related Area Elective	3
Liberal Arts	
Choice see American History G10	3
Choice see Foreign Language	3-3.5
16-16.5 credits	

Total Credit Requirements

Major Area	25
Related Area	5
Liberal Arts	36.5-37.5
Total	66.5-67.5 credits

***Must take the Arithmetic Placement Test before registering for MA 222**

****Must take the Algebra Placement Test before registering for MA 311**

The Placement Testing Center is B625