

ADVERTISING TECHNOLOGY

Datatel Program Code	ADV.AAB
COTC Major Number	002080
CIP Code	09.0903

A grade of C (2.00) or better is required for all Advertising Technology courses listed as prerequisites for advanced courses.

The student who successfully completes the courses listed below on this Plan of Study will earn an Associate of Applied Business Degree in Advertising Technology.

KEY: * Indicates this course has a prerequisite; please see the Course Description Section on the COTC Web Page

NT - Indicates this course fulfills a Non-Technical Course Requirement on this Plan of Study

NT Elec - Indicates Elective Choice in the Non-Technical course requirement category

T - Indicates this course fulfills a Technical Course Requirement on this Plan of Study

T Elec - Indicates Elective Choice in the Technical course requirement category

TAG, C-TAG, OTM - Designation in this column indicates this course has been approved by the Ohio Board of Regents as a Transfer Assurance Guide (TAG), Career Technical Assurance Guide (C-TAG), or Ohio Transfer Module (OTM) course. Please follow this link on the COTC web site for more information: <http://www.cotc.edu/current-students/tags-transfer-module/Pages/index.aspx>

Course Name	Course Title	Course Credit Hours	Weekly Contact Hours	Tech, Non-Tech or Elective	Semester(s) Course Offered	SEM Course Approved As A TAG, C-TAG or OTM	Equivalent Quarter Course	Equivalent Quarter Cr Hrs
SEMESTER 1								
DMD-100	Fundamentals of Drawing	3.00	7.00	NT	AU,SP	TAG	DMD-3831	4.00
DMD-101	Digital Software Fundamentals	1.00	3.00	T	AU,SP	----	DMD-3860	2.00
DMD-103	Typography	1.00	3.00	T	AU,SP	----	DMD-3826	2.00
DMD-120	Web Design and Development I	3.00	5.00	T	AU,SP	----	DMD-3839	3.00
ECON-105	Principles of Microeconomics	3.00	3.00	NT	SM,AU,SP	----	BMT-2025	4.00
* ENGL-110	Composition I	3.00	3.00	NT	SM,AU,SP	OTM	COM-1535	4.00
SPCH-100	Fundamentals of Communication	3.00	3.00	NT	SM,AU,SP	TAG	COM-1534	4.00
IDS-100	Campus Connections	1.00	2.00	NT	SM,AU,SP	----	None	----
TOTAL CREDIT & CONTACT HOURS		18.00	29.00					
SEMESTER 2								
* BUS-115	Introduction to Marketing	3.00	3.00	T	AU,SP	TAG	BMT-2022	4.00
BUS-140	Public Relations and Advertising	3.00	3.00	T	SP	TAG	BMT-2483 & BMT-2485	3.00 & 3.00
* DMD-104	Design Fundamentals	3.00	5.00	T	SP	----	DMD-3820	3.00
* DMD-121	Web Design and Development II	3.00	5.00	T	SP	----	DMD-3840	3.00
* ENGL-205	Business & Professional Communication	3.00	3.00	NT	SM,AU,SP	TAG	None	----
	Non-Technical Elective - Lab Science	4.00	5.00	NT Elec	See Choices Below			
TOTAL CREDIT & CONTACT HOURS		19.00	24.00					
SEMESTER 3								
BUS-210	Entrepreneurship	3.00	3.00	NT	AU,SP	----	BMT-2710	4.00
BUS-280	Social Media Marketing	2.00	2.00	T	AU	----	None	----
BUS-285	Advertising Campaign	2.00	2.00	T	AU	----	DMD-3830	3.00
DMD-106	Mass Media Communications	3.00	4.00	NT	AU,SP	TAG	DMD-3836	3.00
* DMD-201	Graphic Design I	3.00	5.00	T	AU	----	DMD-3843	3.00
* MATH-140	College Algebra	3.00	3.00	NT	SM,AU,SP	OTM	MTH-1215	5.00
TOTAL CREDIT & CONTACT HOURS		16.00	19.00					

The College Reserves the Right to Change Curricula Without Notice.

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SEMESTER 4								
* BUS-245	Cases in Marketing Research	2.00	2.00	T	SP	----	BMT-2846	3.00
* DMD-202	Graphic Design II	3.00	5.00	T	SP	----	DMD-3845	3.00
* DMD-260	Advertising Portfolio	1.00	3.00	T	SP	----	None	----
* DMD-293	Digital Media Internship	1.00	7.00	T	AU,SP	----	DMD-3855	2.00
* PSYCH-100	Introduction to Psychology	3.00	3.00	NT	SM,AU,SP	TAG,OTM	BHS-1376	5.00
	Technical Elective	2.00	2.00	T Elec	See Choices Below			
TOTAL CREDIT & CONTACT HOURS		12.00	22.00					

Total Semester Credit Hours Required for Completion of Degree	65.00
	<i>Non-Technical Required Semester Credit Hours</i>
	<i>Technical Required Semester Credit Hours</i>

Non-Technical Elective - Lab Science								
Total of 4.00 Semester Credit Hours Required to Complete this Degree								
BIO-105	Environmental Science	4.00	5.00	NT Elec	SM,AU,SP	OTM	BIO-1730	5.00
* BIO-120	General Biology	4.00	5.00	NT Elec	SM,AU,SP	----	BIO-1740	5.00
* CHEM-100	Basic Chemistry	4.00	5.00	NT Elec	SM,AU,SP	----	None	----
PHYS-100	General Physics	4.00	5.00	NT Elec	SM,AU,SP	TAG	PHY-1721	5.00
Technical Elective								
Total of 2.00 Semester Credit Hours Required to Complete this Degree								
BUS-175	The Business Environment	2.00	2.00	T Elec	AU,SP	----	None	----
* DMD-108	Multimedia Production I	2.00	4.00	T Elec	AU,SP	----	DMD-3832	3.00
* DMD-240	Digital Video I	2.00	4.00	T Elec	AU,SP	----	DMD-3828	3.00