

2014-2015 Academic Year

Plan of Study for the Associate of Applied Business Degree in

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 (as indicated by the # next to Course Name).

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
 # Indicates this course requires a C grade or better for ADV.AAB students in order to progress and graduate from the program
 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	TAG	DMD-3831	4.00
#	DMD-101	Digital Software Fundamentals	1.00	3.00	T	AU	-----	DMD-3860	2.00
	DMD-103	Typography	1.00	3.00	T	AU	-----	DMD-3826	2.00
#	DMD-120	Web Design and Development I	3.00	5.00	T	AU	-----	DMD-3839	3.00
#	ECON-105	Principles of Microeconomics	3.00	3.00	NT	AU	TAG, OTM	BMT-2025	4.00
* #	ENGL-112	Composition I	3.00	4.00	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
		TOTAL CREDIT & CONTACT HOURS	17.00	28.00					
SEMESTER 2									
* #	BUS-115	Introduction to Marketing	3.00	3.00	T	SP	TAG	BMT-2022	4.00
#	BUS-140	Advertising and Public Relations	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-207	Business & Professional Communication	3.00	4.00	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	25.00					
SEMESTER 3									
	BUS-210	Entrepreneurship	3.00	3.00	NT	AU	-----	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-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	13.00	15.00					

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-106	Mass Media Communications	3.00	4.00	NT	SP	TAG	DMD-3836	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-294	Digital Media Practicum	2.00	8.00	T	SP	-----	DMD-3855	2.00
*	PSY-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	16.00	27.00					

Total Semester Credit Hours Required for Completion of Degree 65.00

Non-Technical Required Semester Credit Hours 31.00

Technical Required Semester Credit Hours 34.00

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	OTM	BIO-1740	5.00
	CHEM-100	Basic Chemistry	4.00	5.00	NT Elec	SM,AU,SP	OTM	None	-----
*	PHYS-100	General Physics	4.00	5.00	NT Elec	SM,AU,SP	-----	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	SP	-----	None	-----
*	DMD-108	Multimedia Production I	2.00	4.00	T Elec	AU	-----	DMD-3832	3.00
*	DMD-240	Digital Video I	2.00	4.00	T Elec	AU	-----	DMD-3828	3.00