

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

In Autumn 2012, Central Ohio Technical College will convert from the Quarter system (4 quarters per academic year) to the Semester system (2 Semesters and 1 Summer Session per academic year). Students entering COTC in Summer 2011, Autumn 2011, Winter 2012, Spring 2012, or Summer 2012 will begin their program in Quarters.

COTC makes the following three guarantees to all students who will transition from the quarter system into the semester system:

- 1) No loss of academic progress; 2) No delay in time to degree completion/graduation; and 3) No increase in total tuition and fees expended for the degree system to the program.

If transitioning from the Quarter to the Semester system, please visit the COTC "Think Semesters" web page

<http://www.cotc.edu/ThinkSemesters/Pages/default.aspx>

regularly for updates and for important additional information.

*Students should meet with their Academic Advisor to map out individual paths to their degree.*

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

<b>KEY:</b>	* Indicates this course has a prerequisite; please see the Course Description Section on the COTC Web Page
	** Indicates there will be no equivalent for this course in the Semester system; please see Academic Advisor
	NT - Indicates this course fulfills a Non-Technical Course Requirement in 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 in this Plan of Study
	T Elec - Indicates Elective Choice in the Technical course requirement category

#### YEAR 1 2011-2012 (Quarter System)

Course Name	Course Title	Course Credit Hours	Tech, Non-tech or Elective	Quarter(s) Course Offered	Equivalent Semester Course	Equivalent Semester Cr Hrs
<b>QUARTER 1</b>						
BMT-2022	Principles of Marketing	4.00	T	SM,AU,WI,SP	BUS-115	3.00
COM-1535	Composition I	4.00	NT	SM,AU,WI,SP	ENGL-110	3.00
DMD-3819	Graphic Design History	3.00	T	AU	NONE**	----
DMD-3831	Fundamentals of Drawing	4.00	NT	AU	DMD-100	3.00
DMD-3860	Digital Software Fundamentals	2.00	T	AU	DMD-101	1.00
	<b>Total Credit Hours</b>	17.00				
<b>QUARTER 2</b>						
BMT-2483	Advertising Concepts/Procedures	3.00	T	WI	Part of BUS-140	3.00
COM-1536	Composition II	4.00	NT	SM,AU,WI,SP	ENGL-111	3.00
DMD-3820	Design Fundamentals	3.00	T	WI	DMD-104	3.00
DMD-3839	Web Design and Development I	3.00	T	WI	DMD-120	3.00
DMD-3824	Fundamentals of Color	3.00	T	WI	NONE**	----
	<b>Total Credit Hours</b>	16.00				
<b>QUARTER 3</b>						
DMD-3843	Design For Print I	3.00	T	SP	DMD-201	3.00
DMD-3826	Fundamentals of Typography	2.00	T	SP	DMD-103	1.00
DMD-3836	Mass Media Communication	3.00	NT	SP	DMD-106	3.00
DMD-3840	Web Design and Development II	3.00	T	SP	DMD-121	3.00
MTH-1215	College Algebra	5.00	NT	SM,AU,WI,SP	MATH-140	3.00
	<b>Total Credit Hours</b>	16.00				

*The College Reserves the Right to Change Curricula Without Notice.*

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## YEAR 2 2012-2013 (Semester System)

Course Name	Course Title	Course Credit Hours	Tech, Non-tech or Elective	Semester(s) Course Offered	Equivalent Quarter Course	Equivalent Quarter Cr Hrs
<b>SEMESTER 1</b>						
BUS-210	Entrepreneurship	3.00	T	SM,AU,SP	BMT-2710	4.00
BUS-280	Social Media Marketing	2.00	T	SM,AU	New Semester Course	-----
BUS-285	Advertising Campaign	2.00	T	SM,AU	BMT-2980 & DMD-3880	3.00 & 3.00
DMD-107	Intro to e-Life, The Evolving Web	2.00	T	AU	DMD-3862	3.00
SPCH-100	Fundamentals of Communication	3.00	NT	SM,AU,SP	COM-1534	3.00
	Non-Technical Elective - Lab Science	4.00	NT Elec		See Choices Below	
	<b>Total Credit Hours</b>	16.00				
<b>SEMESTER 2</b>						
BUS-245	Cases in Marketing & Research	2.00	T	SP	BMT-2486	3.00
DMD-202	Graphic Design II	3.00	T	SP	DMD-3845	3.00
DMD-260	Advertising Portfolio	1.00	T	SP	New Semester Course	-----
DMD-293	Digital Media Internship	2.00	T	SP	DMD-3855	2.00
PSYCH-100	Introduction to Psychology	3.00	NT	AU,SP	BHS-1376	5.00
	Technical Elective	2.00	T Elec		See Choices Below	
	<b>Total Credit Hours</b>	13.00				

## Non-Technical Electives - Lab Science

## Total of 4 SEMESTER Credit Hours Chosen from the Courses Listed Below Required to Complete this Degree

BIO-105	Environmental Science	4.00	NT Elec	SM,AU,SP	BIO-1730	5.00
BIO-120	General Biology	4.00	NT Elec	SM,AU,SP	BIO-1740	5.00
CHEM-100	Basic Chemistry	4.00	NT Elec	SM,AU,SP	CHM-1700	6.00
PHYS-100	General Physics	4.00	NT Elec	SM,AU,SP	PHYS-1721	5.00

## Technical Electives

## Total of 2 SEMESTER Credit Hours Chosen from the Courses Listed Below Required to Complete this Degree

BUS-175	The Business Environment	2.00	T Elec	AU,SP	New Semester Course	-----
BUS-197	Special Topics	2.00	T Elec	AU,SP	New Semester Course	-----
DMD-108	Multimedia Production I	2.00	T Elec	AU,SP	DMD-3832	3.00
DMD-240	Digital Video I	2.00	T Elec	AU,SP	DMD-3828	3.00