



The Fashion Institute of Technology, a world-renowned institution for creative business professions, will help you to learn about Direct and Interactive Marketing, giving you the knowledge and skills to market today's products through traditional and interactive media, and allowing you to measure the effectiveness of your work. As a college of the State University of New York, FIT offers unmatched value and a strong commitment to professional education. At FIT, you'll learn from faculty who are experts in their field, on a campus located in the heart of Manhattan. Join a diverse community of students from New York City, across the country, and around the world. Find your dream internship, and your dream job.

Direct and interactive marketing professionals know how to generate sales, cultivate brand loyalty, and measure results. They deliver targeted communications to potential customers and encourage them to take action: to buy a product or request more information. If you've ever ordered something from a catalogue, bought something online, or received a college brochure in the mail, you've experienced direct marketing.

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Seventh Avenue at 27 Street
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FIT is a State University of New York college of art and design, business and technology.
www.fitnyc.edu

FIT is Direct and Interactive Marketing

Creative Strategy / Customer Relationship Marketing / Media Planning / Web Based Marketing

FIT Fashion Institute of Technology
State University of New York

JAY AND PATTY BAKER SCHOOL OF BUSINESS AND TECHNOLOGY

How is brand loyalty cultivated?

How much money do companies spend on direct response advertising?

What is the best technique to entice an online sale?

Which fashion and cosmetics companies rely on direct marketing?

How many people call the 1-800 numbers shown on TV?

If you're interested in market research, copywriting, targeted marketing, and online sales, then Direct and Interactive Marketing is the program for you.



DIRECT AND INTERACTIVE MARKETING

HANDS-ON EXPERIENCE

The program prepares you to move directly from classroom to career. At FIT, you gain valuable, real-world experience through:

- Expert faculty with years of professional experience
- Internships at top-level companies
- Professional mentors and guest lectures by industry leaders

You'll develop complete direct and interactive marketing campaigns for actual products and companies, generate real responses from your target markets, and learn how to establish one-to-one relationships with individual consumers.

INDUSTRY PROJECT

Direct and Interactive Marketing students worked in teams to develop competing marketing plans for Save the Children, a major nonprofit organization. Representatives of Save the Children and an ad agency then reviewed the presentations, which included sample ads and TV spots, and chose the winning team.

PROGRAM HIGHLIGHTS

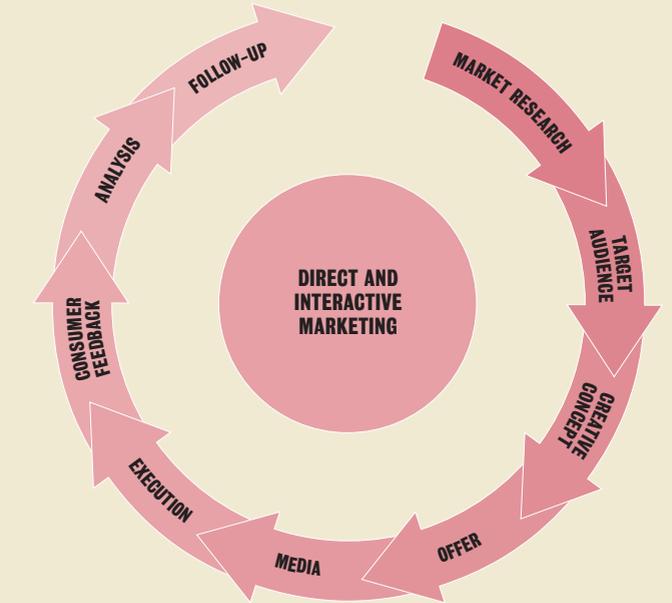
The program provides an in-depth understanding of all aspects of the direct marketing industry, from creative development to media management. Once you complete the associate's program, you may then choose to go on to the two-year bachelor's program. Highlights include:

- Only bachelor's degree of its kind in the U.S.
- Opportunities to learn about areas such as direct response advertising and e-commerce at companies in New York City
- Core liberal arts curriculum to develop critical thinking, communication skills, and a global perspective

BACHELOR OF SCIENCE DEGREE PROGRAM

Students who earn a two-year bachelor's degree in Direct and Interactive Marketing learn to identify potential customers, select the right media to reach them, craft messages that appeal directly to them, and track their purchasing habits in order to serve them better and earn their loyalty.

To qualify for admission, students should first complete one of FIT's related associate's degree programs or hold equivalent college credits from another institution, including the required liberal arts courses.



Direct and interactive marketing consists of several sequential steps that prompt a consumer response—a response that can be analyzed to improve performance in subsequent campaigns.

CAREER OPPORTUNITIES

FIT reports a nearly ninety percent graduate placement rate, and many internships result in full-time job offers.

Our graduates build careers as:

- Account executives
- Database marketers
- Media managers
- Copywriters
- Market researchers
- Strategic planners

They go on to work in advertising agencies and marketing companies, and in the marketing departments of:

- Banks
- Finance companies
- Catalogue companies
- Magazine publishers
- Charitable organizations
- Major retailers
- Fashion companies
- Pharmaceutical companies

“The program opened my eyes to a world of fascinating career opportunities! Today, I’m part of the corporate direct marketing team at one of the world’s most elite fashion brands, and I’m loving it.”

LORI LAYBOURNE, CLASS OF 2004,
ASSISTANT MANAGER OF DIRECT MARKETING,
SAKS FIFTH AVENUE

For more information about Direct and Interactive Marketing, call us at 212 217.7097, or visit www.fitnyc.edu/directmarketing.