

SUNY Westchester Community College			SUNY Polytechnic- Utica		
Interactive Technologies, A.A.S			Communications + Media Design, B.S.		
Course #	Course Title	Credits	Course #	Equivalent Course Title	Credits Accepted
ENG 101	Writing and Research	3	ENG 101	Freshman Composition	3
ENG 102	Writing and Literature	3	HUM 001	Gen Ed: Humanities Elec.	3
	Math gen. ed.	3	MAT 001	Gen Ed: Mathematics Elec.	3
	Natural Science gen. ed.	3	NSC 001	Gen Ed: Natural Science Elec.	3
	Social Sciences gen. ed.	3	SOS 001	Gen Ed: Social Science Elec.	3
	The Arts, Foreign Language, or Other World Civilization gen. ed., Select ONE from the following:	3		Gen Ed: Elective	3
ITECH 110	Digital Imaging		COM 108	Intro to Digital Media Production	
ART 129	Digital Photography 1		COM 112	Digital Photography and Imaging	
	American History or Western Civilization	3		Gen Ed: Elective	3
ITECH 100	Digital Design	3	COM 106	Intro to Digital Media and Design	3
MKT 101	Marketing	3	MKT 301	Marketing Mgmt. Principles	3
CIS 110	Computer Information Systems	3	ELEC 0	Unrestricted Elective	3
COMSC 100	Introduction to Computing Concepts	3	CS 100	Introduction to Computing Seminar	3
CIS 150	Internet Technologies	3	ELEC 0	Unrestricted Elective	3
FILM 130	Digital Storytelling	3	COM 0	Communications Elective	3
ITECH 120	Web Design and Development (UX/UI)	3	COM 260	Intro to Web Site Design	3
MKT 202	Digital Marketing	3	BUS 0	Business Elective	3
ITECH 240	New Media Projects	3	COM 0	Communications Elective	3
	Digital Marketing Electives	12		Digital Marketing Electives	12
MGT 101	Business Organization and Management		BUS 101	Introduction to Business	
COMM 112	Introduction to Media Writing		COM 0	Communications Elective	
MKT 203	Advertising		MKT 321	Advertising	
MKT 207	Consumer Behavior		MKT 465	Consumer Behavior	
MKT 216	Marketing Management		MKT 312	Marketing Management Problems	
CIS 125	CIS Internship		CSC 0	Computer Science Elective	
Total Credits		60		Total Credits Transferred	60
				Total Remaining at SUNY POLY	64
				Total for Bachelors	124