

# Advertising and Marketing Communications AAS Evening/Weekend Degree Program

## School of Business and Technology

Applications accepted for fall and spring. NYSED: 20788 HEGIS 0509

The major in Advertising and Marketing Communications provides students with the knowledge and skills necessary to apply for entry-level positions in the communications industry, such as advertising management, advertising strategy and creative execution, public relations/publicity, fashion journalism, corporate communications, media planning, electronic media production, IMC management, and brand management.

This curriculum applies to students entering in Fall 2014 only. Currently enrolled FIT students should refer to the **FIT catalogue of their entering year**.

Semester 1		Credits
MAJOR AREA	AC 114 - Marketing for Integrated Marketing Communications	3
	AC 161 - Multimedia Computing for Advertising and Marketing Communications	2
RELATED AREA	FM 116 - Fashion Business Practices	3
	CD 122 - Digital Layout I	2
GENERAL EDUCATION	EN 121 - English Composition G1	3
	MA 222 - Statistical Analysis G2	3
Semester 2		
MAJOR AREA	AC 111 - Advertising and Promotion	3
	AC 141 - Journalism	3
	AC 171 - Mass Communications	3
GENERAL EDUCATION	choice see Requirements*	6
Semester 3		
MAJOR AREA	AC 221 - Publicity Workshop	3
	AC 272 - Research Methods in Integrated Marketing Communications	3
RELATED AREA	DM 211 - Workshop in Direct Marketing	3
GENERAL EDUCATION	choice see Requirements*	6
Semester 4		
MAJOR AREA	AC 222 - Sales Promotion	3
	AC 231 - Advertising Copywriting	3
	AC 271 - Audiences and Media	3
	choice see Major Area electives**	3-4
GENERAL EDUCATION	SS 141 - Macroeconomics	3
	choice see Requirements*	3
TOTAL CREDIT REQUIREMENTS		
GENERAL EDUCATION		24
MAJOR AREA		32-33
RELATED AREA		8
HEALTH AND/OR PHYS. ED		1
Total Credits:		65-66

## **\*Requirements**

FIT's Gen Ed courses are organized along the following categories: G1 Basic Communication; G2 Mathematics; G3 Natural Sciences; G4 Social Sciences; G5 Western Civilization; G6 The Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

**American History:** 3 credits

CHOICE of EN 271, 272, or 274, or HI 202, 391, 392, 393, 394 (any one of these meets G10).

**English/Speech:** 6 credits

EN 121 (G1), and CHOICE of EN 241, 242, 243, 244, or 245.

**History of Art and Civilization:** 3 credits

HA 111 or 112 (either one meets G5).

**Mathematics:** 3 credits

MA 222 (G2).

**Science:** 3-5 credits

CHOICE of SC 111, 112, 121, 122, 045/145, or 032/332 (any one of these meets G3).

**Social Sciences:** 3 credits

CHOICE of SS 131, 151, or 171 (any one of these meets G4).

**\*\*Major Area Electives:**

CHOICE of AC 113, 211, 242, or 262, or IC 297 or 298.

**Upper Division Alternatives:** Graduates of this program are eligible to apply for admission to the Bachelor of Science programs in Advertising and Marketing Communications, Cosmetics and Fragrance Marketing, Direct and Interactive Marketing, Production Management: Fashion and Related Industries, and Textile Development and Marketing. By completing certain course requirements, graduates may also apply for admission to the Bachelor of Science programs in Fashion Merchandising Management, Home Products Development, and International Trade and Marketing for the Fashion Industries.