

Advertising and Marketing Communications BS 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. Curriculum below is for the entering class of Fall 2015.

Semester 5		Credits
MAJOR AREA	AC 361 - Computer Applications and Interactive Technologies for Marketing Communications	2
	AC 362 - Video Studio Production G6	3
RELATED AREA	DM 435 - Internet Marketing	3
LIBERAL ARTS	SS 242 - Microeconomics	3
	MA 311 - Mathematical Modeling for Business Applications	3
	choice - see Liberal Arts / Foreign Language*	3
Semester 6		
MAJOR AREA	AC 321 - Principles of Public Relations	3
	choice - see Major Area Electives**	3
LIBERAL ARTS	MA 321 - Data Analysis for Business Applications	3
	choice - see Liberal Arts / Foreign Language*	3
	choice - see Liberal Arts *	3
Semester 7		
MAJOR AREA	AC 411 - Brand Management	3
RELATED AREA	choice - See Internship*** or Major Area Elective**	3-4
LIBERAL ARTS	choice - see Liberal Arts / Other World Civilizations*	3
	choice - see Liberal Arts*	6
Semester 8		
MAJOR AREA	choice - see Major Area Electives **	3
RELATED AREA	choice - See Internship*** or Major Area Elective**	3-4
LIBERAL ARTS	choice - see Liberal Arts electives*	9
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	17
	RELATED AREA	9-11
	LIBERAL ARTS	36
	Total Credits:	62-64

Fall 2015 Requirements: See below.

*** Liberal Arts: 36 credits**

- **Economics: 6 credits.** SS 242 and CHOICE of SS 343, 443, 445, or 446.
- **Writing: 3 credits.** CHOICE of one of the following Writing courses: FI 256, EN 321, EN 361, EN 362, EN 363, or EN 364.
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8).
- **Mathematics: 6 credits.** Algebra proficiency must be completed prior to enrolling in MA 311 or 321. MA 222 must be completed prior to enrolling in MA 321.
- **Other World Civilizations: 3 credits.** CHOICE of SS 353, 354, 355, 356, 374, 378 or 446.
- **Psychology: 3 credits.** SS 237.
- **Liberal Arts electives: 9 credits.** Select THREE (3) Liberal Arts courses from the following subject areas:

CH (Chinese), **EN** (English), **FI** (Film & Media) - any FI course other than FI 261, 361, 461, 362, and 462, **FR** (French), **HA** (History of Art), **HE** (Health Education) 201, 301, **IT** (Italian), **JA** (Japanese), **MU** (Music), **HI** (History), **MA** (Math), **LA** (Liberal Arts), **MC** (Modern Languages & Cultures), **PE** (Physical Education & Dance) 215, 216, 217, **PL** (Philosophy), **SC** (Science), **SP** (Spanish), and **SS** (Social Science). See Liberal Arts Courses.

**** Major Area Electives: 9 credits**

- CHOICE of three (3) courses: AC 232 Radio and TV Copywriting Workshop (3 cr.), AC 291 Campaign Plans and Presentations (3 cr.), AC 341 Magazine Journalism (3 cr.), AC 412 Creative Strategies (3 cr.), AC 413 Corporate Communications (3 cr.), AC 423 Special Events Marketing Public Relations (3 cr.), AC 424 Marketing Communications: An International Perspective (4 cr.), AC 425 Marketing Communications in China (3 cr.), AC 461 Electronic Media Production (3 cr.), AC 462 Video Field Production (3 cr.), AC 471 Media Planning (3 cr.), or AC 472 Social Media for Integrated Marketing Communications (3 cr.).

***** Related Area Internship: 3 - 4 credits.** CHOICE of either IC 497 or IC 498. One internship course is required and must be taken in either the seventh or eighth semester.

Evening/Weekend Option:

An evening/weekend option is available for this degree program. The sequence of courses is the same as that listed on this page.

NOTE: Communication Design Foundation and School of Business and Technology students must complete AC 111, 221, 231, and 271 prior to semester 6. All other FIT students must complete the one-year program in Advertising and Marketing Communications prior to semester 6.

Students who did not receive an AAS in Advertising and Marketing Communications may also choose from the following electives, provided all prerequisites have been met: AC 211, 242, or 262.

Business and Technology BS bridge course condition: SS 141 Macroeconomics (this course is the prerequisite for SS 242 Microeconomics at the bachelor degree level).