

Advertising and Marketing Communications

Bachelor of Science Degree Program (BS)

Applications accepted for fall and spring. 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.

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	MA 213 - Quantitative Methods*	3
	SS 242 - Microeconomics	3
	choice - see Foreign Language* G8	3.5
Semester 6		
MAJOR AREA	AC 321 - Principles of Public Relations	3
	choice - see Major Area Electives**	3
RELATED AREA	BL 343 - Introduction to Business Law	3
LIBERAL ARTS	MA 222 - Statistical Analysis*	3.5
	choice - see Foreign Language*	3-3.5
	choice - see Requirements*	3
Semester 7		
MAJOR AREA	AC 411 - Brand Management	3
	and choice - see Internship***	3-4
	or choice - see Major Area Electives**	
LIBERAL ARTS	choice - see Other World Civilizations* G9	3
	choice - see Requirements*	6
Semester 8		
MAJOR AREA	choice - see Major Area Electives**	3
	and choice - see Internship***	3-4
	or choice - see Major Area Electives**	
LIBERAL ARTS	PL 431 - Philosophy: Ethics G7	3
	choice - see Requirements*	6
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	23-25
	RELATED AREA	6
	LIBERAL ARTS	37-37.5
	Total Credits:	66-68.5

SUNY General Education Requirements:

A "G" followed by a number 1-10 identifies specific courses that meet SUNY General Education baccalaureate degree requirements (or visit fitnyc.edu/gened).

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.

***Requirements:** See below

Economics: 3 credits

CHOICE of SS 343 or 443.

Writing/Literature: 6 credits

CHOICE of one of the following Writing courses: EN 266, 321, 361, 362, 363, or 364.

CHOICE of one of the following Literature courses: EN 231, 232, 233, 234, 235, 236, 238, 255, 273, 331, 333, 334, or 371.

Foreign Language: 6.5-7 credits

Two semesters of the same foreign language, one of which must be a 3.5 credit nonconversational course (G8).

Mathematics:

With permission, MA 331 may be substituted for MA 213. Algebra proficiency must be completed prior to enrolling in MA 213 or 331. Arithmetic proficiency must be completed prior to enrolling in MA 222.

Other World Civilizations: 3 credits

CHOICE of SS 353, 354, 356, or 374 (any one of these meets G9).

Psychology: 6 credits

SS 131 and 237.

** Major Area Electives: 9 credits

CHOICE of three: AC 232, 291, 341, 412, 413, 423, 424, 425, 461, 462, or 471.

*** 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:

A four-semester evening/weekend option is available for this degree program (see Curricula or visit the FIT website at fitnyc.edu/evening_weekend). 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.