

# Advertising and Marketing Communications

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One-Year Associate Degree Program (AAS)

Applications accepted for fall and spring. HEGIS 5008

The major in Advertising and Marketing Communications offers students the fundamental knowledge and skills needed in the marketing communication disciplines, such as advertising, direct marketing, sales promotion, and publicity/public relations. It also enables students to advance to the BS program to prepare for career opportunities in strategic planning, media buying and brand management.

<b>Semester 1</b>		<b>Credits</b>
MAJOR AREA	AC 111 - Advertising and Promotion	3
	AC 114 - Marketing for Integrated Marketing Communications	3
	AC 141 - Journalism	3
	AC 171 - Mass Communications	3
RELATED AREA	CD 122 - Digital Layout I	2
	FM 114 - Introduction to the Fashion Industry	3
<b>Semester 2</b>		
MAJOR AREA	AC 221 - Publicity Workshop	3
	AC 222 - Sales Promotion	3
	AC 231 - Advertising Copywriting	3
	AC 271 - Audiences and Media	3
	AC 272 - Research Methods in Integrated Marketing Communications	3
	choice - see Major Area Electives*	3-4
<b>TOTAL CREDIT REQUIREMENTS</b>		
	MAJOR AREA	30-31
	RELATED AREA	5
	Total Credits:	35-36

**\*Major Area Electives:**

CHOICE of AC 113, 242, 262, 341, or 362, or IC 297 or 298.

**Evening/Weekend Option:**

A two-semester evening/weekend option is available for this degree program (see Curricula or visit the FIT website at [fitnyc.edu/evening\\_weekend](http://fitnyc.edu/evening_weekend) ). The sequence of courses is the same as that listed on this page.