

Advertising and Marketing Communications

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.

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	CD 122 - Digital Layout I	2
	FM 114 - Introduction to the Fashion Industry	3
LIBERAL ARTS	EN 121 - English Composition G1	3
	choice - see Requirements*	3
Semester 2		
MAJOR AREA	AC 111 - Advertising and Promotion	3
	AC 141 - Journalism	3
	AC 171 - Mass Communications	3
LIBERAL ARTS	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
LIBERAL ARTS	choice - see Requirements*	3
	choice - see American History* G10	3
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
LIBERAL ARTS	SS 141 - Macroeconomics G4	3
	choice - see Requirements*	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	32-33
	RELATED AREA	8
	LIBERAL ARTS	24
	HEALTH AND/OR PHYS. ED	1
	Total Credits:	65-66

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 (also see Liberal Arts Requirements).

American History: 3 credits

CHOICE of EN 271, 272, or 274, or LA 221 or 392 (any one of these meets G10),

English/Speech: 6 credits

EN 121 (G1). (Prerequisite: College-level English as demonstrated by placement test OR completion of appropriate Educational Skills courses), and

CHOICE of EN 241, 242, 243, 244, or 245.

History of Art and Civilization: 3 credits

HA 111 or 112 (either one of these meets G5).

Mathematics: 3-3.5 credits

Graduation requirement: Arithmetic proficiency as demonstrated by placement test OR completion of appropriate developmental mathematics course(s).

CHOICE of MA 161, 213, 222, 231, or 331 (any of these meets 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 .

Evening/Weekend Option:

A four-semester evening/weekend option is available for this degree program (see Requirements for Degree Completion or visit the FIT website at fitnyc.edu/evening_weekend). The sequence of courses is the same as that listed on this page.