

# Advertising and Marketing Communications One-Year AAS Evening/ Weekend Degree Program

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## 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 .

<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 116 - Fashion Business Practices	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	27
	RELATED AREA	5
	Total Credits:	35-36

### \*Major Area Electives:

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