

# Advertising and Marketing Communications AAS Degree Program

## School of Business and Technology

Applications accepted for fall and spring.

NYSED: 00830

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. Curriculum below is for the entering class of Fall 2015.

<b>Semester 1</b>		<b>Credits</b>
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 116 - Fashion Business Practices	3
GENERAL EDUCATION	MA 222 - Statistical Analysis	3
	EN 121 - English Composition G1	3
<b>Semester 2</b>		
MAJOR AREA	AC 111 - Advertising and Promotion	3
	AC 141 - Journalism	3
	AC 171 - Mass Communications	3
GENERAL EDUCATION	choice - see Requirements*	6
<b>Semester 3</b>		
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
GENERAL EDUCATION	choice - see Requirements*	6
<b>Semester 4</b>		
MAJOR AREA	AC 222 - Sales Promotion	3
	AC 231 - Advertising Copywriting	3
	AC 271 - Audiences and Media	3
	choice - see Major Area Electives** or Related Area Electives**	2-4
GENERAL EDUCATION	SS 141 - Macroeconomics G4	3
	choice - see Requirements*	3
<b>TOTAL CREDIT REQUIREMENTS</b>		
	GENERAL EDUCATION	24
	MAJOR AREA	31-33
	RELATED AREA	8
	HEALTH AND/OR PHYS. ED	1
	<b>Total Credits:</b>	<b>64-66</b>

**\*Fall 2015 Requirements:** see below

**American History: 3 credits**

CHOICE of EN 271, 272, or 274, or HI 202, 391, 392, 393, or 394.

**English/Speech: 6 credits**

EN 121, and CHOICE of EN 231,

232, 233, 234, 235, 236, 238, 253, 273, 275, 331, 333, 334, 335, 336, 371, or 373.

**History of Art and Civilization: 3 credits**

HA 111 or 112

**Mathematics: 3 credits**

MA 222

**Science: 3 - 5 credits**

CHOICE of SC 111, 112, 121, 122, 045/145, 032/332, 253, or 326.

**Social Sciences: 3 credits**

SS 131

**General Education: 3 credits**

CHOICE of any 3-credit course from General Education courses G4 - G10.

**\*\*Major Area Electives OR \*\* Related Area Electives (2 - 4 credits) :**

CHOICE of AC 113 Strategic Planning for Integrated Marketing Communications (3 cr.), AC 211 Workshop in Business Communications (3 cr.), AC 242 Fashion Journalism Workshop (3 cr.), or AC 262 Multimedia Presentations (3 cr.) OR CHOICE of IC 296 AAS Internship B: Career Exploration (2 cr.), IC 297 AAS Internship C: Career Exploration (3 cr.), or IC 298 AAS Internship D: Career Exploration (4 cr.).

**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 Business 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](http://fitnyc.edu/evening_weekend) ). The sequence of courses is the same as that listed in this catalogue.