

Advertising and Marketing Communications One-Year 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 2016.

Semester 1		Credits
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
Semester 2		
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* or Related Area Electives**	2
TOTAL CREDIT REQUIREMENTS		
	RELATED AREA	5
	MAJOR AREA	29
	Total Credits:	34

*Major Area Electives OR **Related Area Electives: 2 credits (minimum)

CHOICE of AC 113, 242, 262, 341, or 362, OR CHOICE of IC 296, IC 297, or 298

Evening/Weekend Option:

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