

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 2017.

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

***Fall 2017 Requirements:** see below

American History: 3 credits

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

English: 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: 6 credits

SS 131 and SS 141

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

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 for Business (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). The sequence of courses is the same as that listed in this catalog.