

# Advertising and Marketing Communications One-Year AAS Degree Program

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## School of Business and Technology

Applications accepted for fall and spring. NYSED: 00830 CIP: 09.0903

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 2020.

Semester 1		Credits
MAJOR AREA	AC 111 - Advertising and Promotion	3
	AC 114 - Marketing for Integrated Marketing Communications	3
	AC 141 - Introduction to 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 Elective(s)* or Related Area Elective(s)*	3
TOTAL CREDIT REQUIREMENTS		
	RELATED AREA	5
	MAJOR AREA	30
	Total Credits:	35

**\*Fall Requirements:** See below.

### Major Area Elective(s) OR Related Area Elective(s): 3 credits:

CHOICE of AC 113, AC 211, AC 242, AC 262, or IC 297

### 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](http://fitnyc.edu/evening_weekend)). The sequence of courses is the same as that listed on this page.

Upon graduating from the Advertising and Marketing Communications AAS program, students will demonstrate:

1. Ethical Responsibility: Students will be aware of how ethics are applied across marketing communications channels.
2. Marketing Basics: Students will comprehend both the marketing process as well as the component market communications elements.
3. Marketing Communications Technology: Students will be able to identify the workings of up-to-date technological tools in marketing communications.
4. Research and Critical Thinking: Students will be able to identify and use various sources of information to substantiate decisions.

5. Globalism: Students will learn how differences in geographic markets and cultures affect marketing and communication decisions.
6. Teambuilding: Students will learn to work in teams to be able to allocate tasks and address strengths and weaknesses.