

Advertising and Marketing Communications AAS Degree Program

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 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 - Introduction to 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 Requirements*: Major Area Elective(s) or Related Area Elective(s)	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 2020 Requirements:** see below.

American History: 3 credits

CHOICE of EN 271, EN 272, EN 274, or EN 335, or HI 202, HI 203, HI 391, HI 392, HI 393, or HI 394

English: 6 credits

EN 121, and CHOICE of any 200- or 300-level English Literature course

History of Art and Civilization: 3 credits

HA 111 or HA 112

Mathematics: 3 credits

MA 222

Science: 3-5 credits

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

Social Sciences: 6 credits

SS 131 and SS 141

Major Area Elective(s) or Related Area Elective(s): 2 credits (minimum)

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

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.

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.