

# Advertising and Marketing Communications 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 2021.

<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	MG 242 - Principles of Accounting	3
GENERAL EDUCATION	EN 121 - English Composition G1	3
	MA 222 - Statistical Analysis	3
<b>Semester 2</b>		
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
<b>Semester 3</b>		
MAJOR AREA	AC 221 - Publicity Workshop	3
	AC 272 - Research Methods in Integrated Marketing Communications	3
	choice - see Major Area Elective(s)* or Related Area Elective(s)*	3
GENERAL EDUCATION	choice - see Requirements*	6
<b>Semester 4</b>		
MAJOR AREA	AC 202 - Strategic Planning for Integrated Marketing Communications	3
	AC 231 - Advertising Copywriting	3
	AC 271 - Audiences and Media	3
	choice - see Major Area Electives* or Related Area Electives*	3
GENERAL EDUCATION	SS 141 - Macroeconomics G4	3
	choice - see Requirements*	3
<b>TOTAL CREDIT REQUIREMENTS</b>		
	GENERAL EDUCATION	24
	MAJOR AREA	35
	RELATED AREA	3
	Total Credits:	62

**\*Fall 2021 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): 6 credits (minimum)**

CHOICE of AC 211, or AC 242, or AC 262,  
or DM 211, or FM 116, 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](http://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.