

Advertising and Marketing Communications BS Degree Program

<http://fitnyc.edu/amc>

School of Business and Technology

Applications accepted for fall and spring. NYSED: 20788 CIP: 09.0903

Students in the Advertising and Marketing Communications major develop integrated marketing communication (IMC) campaigns, media plans, and special events; direct and produce television and radio commercials; and write print ads, press releases, and newspaper and magazine articles. Guided by a faculty of practicing professionals, students acquire the knowledge and skills necessary to apply for positions in the communications industry in advertising management, advertising strategy and creative execution, public relations/publicity, fashion journalism, corporate communications, media planning, electronic media production, IMC management, and brand management. Curriculum below is for the entering class of fall 2024.

Semester 5		Credits
MAJOR AREA	AC 321 - Principles of Public Relations	3
	AC 361 - Computer Applications for Marketing Communications	2
RELATED AREA	DM 435 - Internet Marketing	3
LIBERAL ARTS	SS 242 - Microeconomics	3
	choice - see Liberal Arts / Math	3
	choice - see Liberal Arts / Foreign Language*	3
Semester 6		
MAJOR AREA	AC 362 - Video Studio Production	3
	choice - see Major Area Electives**	3
LIBERAL ARTS	MA 321 - Data Analysis for Business Applications	3
	choice - see Liberal Arts / Foreign Language*	3
	choice - see Liberal Arts *	3
Semester 7		
MAJOR AREA	choice - See Internship or Major Area Electives**	6
LIBERAL ARTS	choice - see Liberal Arts*	9
Semester 8		
MAJOR AREA	AC 411 - Brand Management	3
	choice - see Internship or Major Area Electives **	3
LIBERAL ARTS	choice - see Liberal Arts electives*	9
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	23
	RELATED AREA	3
	LIBERAL ARTS	36
Total Credits:		62

*Fall 2024 Requirements: See below.

Liberal Arts: 36 credits

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

Economics: 6 credits.

SS 242 and CHOICE of SS 200, SS 201, SS 302, SS 343, SS 443, SS 445, or SS 446

Writing: 3 credits.

CHOICE of one of the following Writing courses: EN 200, EN 202, EN 266/FI 256, EN 301, EN 303, EN 304, EN 321, EN 322, EN 324, EN 325, EN 361, EN 362, EN 363, EN 364, EN 365, EN 390 or EN 399

- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8)
- **Mathematics: 6 credits.** MA 321 and choice of MA 300, MA 311 or MA 322. Mathematics Proficiency must be completed prior to enrolling in MA 300 or MA 311. MA 222 and Mathematics Proficiency must be completed prior to enrolling in MA 321
- **Other World Civilizations: 3 credits.** CHOICE of SS 353, SS 354, SS 356, SS 374, SS 378, or SS 446

Liberal Arts Elective(s): 9 credits. Select three (3) Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

Major Area Elective(s)/Internship: 12 credits. CHOICE of four (4) courses: AC 300, AC 301, AC 312, AC 341, AC 400, AC 402, AC 404, AC 405, AC 412, AC 413, AC 423, AC 424, AC 425, AC 461, AC 462, AC 471, AC 472 or IC 497

Evening/Weekend Option:

An evening/weekend option is available for this degree program. The sequence of courses is the same as that listed on this page.

NOTE: Communication Design Foundation AAS graduates and School of Business and Technology AAS graduates not from the Advertising and Marketing Communications AAS major must complete AC 111, AC 221, AC 231 and AC 272 prior to semester six. These and any prerequisites for AMC BS courses must be completed first. For all other FIT students interested in the BS program, the one-year program in Advertising and Marketing Communications must be completed first.

OVERALL BACHELOR'S DEGREE REQUIREMENTS

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements.

This structure includes the following overall bachelor's degree graduation requirements:

- 120–126 total earned credits
- 30 credits in General Education credits approved by the State University of New York (SUNY)

BS degrees New York State guidelines:

- 60 credits in liberal arts
- 60–62 credits in major and related area, including a minimum of 24 credits in 300- to 400-level major and related area coursework

The major in **Advertising and Marketing Communications** provides students with the knowledge and skills necessary to apply for entry-level positions in the communications industry, such as advertising management, advertising strategy and creative execution, public relations/publicity, fashion journalism, corporate communications, media planning, electronic media production, IMC management, and brand management.

Upon graduating from the Advertising and Marketing Communications BS program, students will be skilled in the following:

1. **Ethical Responsibility:** Students will be able to make ethically responsible decisions in the various disciplines of marketing communications.
2. **Brand Management:** Students will build a brand using IMC strategies and tactics and develop brand equity through secondary associations such as extensions and alliances.

3. **Marketing Communications Technology:** Students will apply cutting edge technological tools that make marketing communications more effective.
4. **Research and Critical Thinking:** Students will use primary and secondary data and use these to make sound business judgments and decisions.
5. **Globalism:** Students will assess markets and cultures and determine areas of commonality and differences in customer needs, wants, and usage. Students will have the ability to study and intern abroad to witness these first hand.
6. **Teambuilding:** Students will effectively work in teams demonstrating interpersonal skills to address business plans in an effective, efficient, and professional manner.