Advertising and Marketing Communications One-Year AAS Degree Program

http://fitnyc.edu/amc

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.

The following requirements below are intended for students declared after fall 2024.

AREA AC 114 - Introduction to Integrated S Marketing Communications AC 141 - Introduction to Journalism S AC 161 - Multimedia Computing for Advertising and Marketing C Communications AC 171 - Mass Communications S AC 171 - Mass Communications AC 171 - Mass Communications S RELATED MG 242 - Principles of Accounting AREA Semester 2 S S S MAJOR AC 202 - Strategic Planning for S AC 221 - Publicity Workshop S AC 271 - Audiences and Media AC 271 - Audiences and Media S AC 272 - Research Methods in S Integrated Marketing Communications choice - see Major Area Electives* or S S TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 32	Semester 1		
Marketing Communications AC 141 - Introduction to Journalism S AC 161 - Multimedia Computing for Advertising and Marketing Communications AC 171 - Mass Communications AC 171 - Mass Communications AC 202 - Strategic Planning for RELATED MG 242 - Principles of Accounting AREA Semester 2 MAJOR AC 202 - Strategic Planning for S AREA Integrated Marketing Communications AC 221 - Publicity Workshop S AC 271 - Audiences and Media AC 271 - Audiences and Media S AC 272 - Research Methods in Integrated Marketing Communications S Integrated Marketing Communications Choice - see Major Area Electives* or S Related Area Electives* MAJOR AREA 32 MAJOR AREA 32 RELATED AREA 32		AC 111 - Advertising and Promotion	3
AC 161 - Multimedia Computing for Advertising and Marketing Communications AC 171 - Mass Communications AC 171 - Mass Communications AREA Semester 2 MAJOR AC 202 - Strategic Planning for AREA Integrated Marketing Communications AC 221 - Publicity Workshop AC 231 - Advertising Copywriting AC 271 - Audiences and Media AC 272 - Research Methods in Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA RELATED AREA 32		0	3
for Advertising and Marketing Communications AC 171 - Mass Communications AREA Semester 2 MAJOR AC 202 - Strategic Planning for AREA Integrated Marketing Communications AC 221 - Publicity Workshop AC 231 - Advertising Copywriting AC 271 - Audiences and Media AC 272 - Research Methods in Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA RELATED AREA 32 RELATED AREA		AC 141 - Introduction to Journalism	3
RELATED MG 242 - Principles of Accounting 3 AREA Semester 2 3 MAJOR AC 202 - Strategic Planning for 3 AREA Integrated Marketing Communications 3 AC 221 - Publicity Workshop 3 AC 231 - Advertising Copywriting 3 AC 271 - Audiences and Media 3 AC 272 - Research Methods in 3 Integrated Marketing Communications 3 choice - see Major Area Electives* or 3 Related Area Electives* 32 MAJOR AREA 32 RELATED AREA 32		for Advertising and Marketing	2
AREA Semester 2 MAJOR AC 202 - Strategic Planning for AREA Integrated Marketing Communications AC 221 - Publicity Workshop AC 231 - Advertising Copywriting AC 271 - Audiences and Media AC 272 - Research Methods in Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA RELATED AREA 32		AC 171 - Mass Communications	3
MAJOR AC 202 - Strategic Planning for 3 AREA Integrated Marketing Communications 3 AC 221 - Publicity Workshop 3 AC 231 - Advertising Copywriting 3 AC 271 - Audiences and Media 3 AC 272 - Research Methods in 3 Integrated Marketing Communications 3 choice - see Major Area Electives* or 3 Related Area Electives* 32 MAJOR AREA 32 RELATED AREA 33		MG 242 - Principles of Accounting	3
AREA Integrated Marketing Communications AC 221 - Publicity Workshop 3 AC 231 - Advertising Copywriting 3 AC 271 - Audiences and Media 3 AC 272 - Research Methods in 3 Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 32	Semester	2	
AC 231 - Advertising Copywriting Copywriting AC 271 - Audiences and Media AC 272 - Research Methods in Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA RELATED AREA COMPAREA COMP			3 s
AC 271 - Audiences and Media 3 AC 272 - Research Methods in 3 Integrated Marketing Communications choice - see Major Area Electives* or 3 Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 33		AC 221 - Publicity Workshop	3
AC 272 - Research Methods in 3 Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 33		AC 231 - Advertising Copywriting	3
Integrated Marketing Communications choice - see Major Area Electives* or Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 33		AC 271 - Audiences and Media	3
Related Area Electives* TOTAL CREDIT REQUIREMENTS MAJOR AREA 32 RELATED AREA 33			3 s
MAJOR AREA 32 RELATED AREA 3		· · · · · · · · · · · · · · · · · · ·	3
RELATED AREA 3	TOTAL CR	EDIT REQUIREMENTS	
	-	MAJOR AREA	32
Total Credits: 35		RELATED AREA	3
		Total Credits:	35

*Fall 2024 Requirements: See below.

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

CHOICE of AC 211, AC 222, AC 242, AC 262, AC 275, DM 211, FM 116, or IC 297

Online Degree Option

The online degree is designed to give students flexibility in earning an Associate of Applied Science degree (see Online Degree Programs for additional information).

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). 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:

- Ethical Responsibility: Students will be aware of how ethics are applied across marketing communications channels.
- Marketing Basics: Students will comprehend both the marketing process as well as the component market communications elements.
- Marketing Communications Technology: Students will be able to identify the workings of up-todate technological tools in marketing communications.
- Research and Critical Thinking: Students will be able to identify and use various sources of information to substantiate decisions.
- Globalism: Students will learn how differences in geographic markets and cultures affect marketing and communication decisions.
- Teambuilding: Students will learn to work in teams to be able to allocate tasks and address strengths and weaknesses.