

Advertising and Marketing Communications BS Degree Program

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 2021.

| 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 Elective(s)* | 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 Elective(s)* | 6 |
| LIBERAL ARTS | choice - see Liberal Arts* | 9 |
| Semester 8 | | |
| MAJOR AREA | AC 411 - Brand Management | 3 |
| | choice - see Internship or Major Area Elective(s)* | 3 |
| LIBERAL ARTS | choice - see Liberal Arts* | 9 |
| TOTAL CREDIT REQUIREMENTS | | |
| | MAJOR AREA | 23 |
| | RELATED AREA | 3 |
| | LIBERAL ARTS | 36 |
| | Total Credits: | 62 |

***Fall 2021 Requirements:** See below.

Liberal Arts: 36 credits

- **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 323, 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 or MA 311. 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.
- **Psychology: 3 credits.** SS 237

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) 201, 301; IT (Italian); JA (Japanese); MU (Music); HI (History); MA (Major, over the one-year program in Advertising and Marketing Communications); PE (Physical Education and Dance) 215, 216, 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). Click on a prefix for a listing of courses available in the subject area.

Major Area Elective(s)/Internship: 12 credits

CHOICE of four (4) courses: AC 300 Campaign Plans and Presentations for Profit and Non-Profit Companies and Organizations (3 cr.); AC 301 Shopper

Marketing and Sales Promotion (3 cr.) ; AC 312 Multi-Channel Copywriting (3 cr.); AC 341 Magazine Journalism (3 cr.) ; AC 400 Feature Journalism: Writing Lifestyle and Arts Articles; AC 402 Digital Analytics for Integrated Marketing Communications (IMC) (3 cr.); AC 404 Public Relations Cases, Campaigns and Strategies (3 cr.); AC 405 eCommerce & Omnichannel Marketing Communications for Integrated Marketing Communications (IMC); AC 412 Creative Strategies (3 cr.); AC 413 Corporate Communications (3 cr.); AC 423 Special Events Marketing Public Relations (3 cr.); AC 424 Marketing Communications: An International Perspective (4 cr.); AC 425 Marketing Communications in China (3 cr.), AC 461 Electronic Media Production (3 cr.), AC 462 Video Field Production (3 cr.); AC 471 Media Planning (3 cr.) or AC 472 Social Media for Integrated Marketing Communications (3 cr.) or IC 497 Senior Internship: Career Planning (3 cr.)

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 271 and AC 272 prior to semester 6. These and any prerequisites for AMC BS courses must be completed first.

For all other FIT students interested in the major, over the one-year program in Advertising and Marketing Communications must be completed first.

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.