

Advertising and Marketing Communications

Evening/Weekend One-year Associate Degree Curriculum

As of fall 2009

Semester 1		Credits	
Major Area	AC 111	Advertising and Promotion	3
	AC 141	Journalism	3
	AC 171	Mass Communications	3
	AC 221	Publicity Workshop	3
Related Area	CD 122	Digital Layout I	2
	FM 114	Intro to the Fashion Industry	3
Total		17	
Semester 2		Credits	
Major Area	AC 113	Strategic Planning for IMC	3
	AC 231	Advertising Copywriting	3
	AC 271	Audiences and Media	3
	AC 272	Research Methods in IMC	3
	AC 362	Video Studio Production	3
	choice	see Major Area Electives*	3-4
Total		18-19	
Total Credit Requirements			
	Major Area	30-31	
	Related Area	5	
	<hr/> Total Minimum Required	<hr/> 35-36	

*Major Area Electives:
Choice of AC 211, 232, 242, 262, 291, 341, or IC 298.