

**MARKETING (60 Credits)****Guided Pathway: Associate of Arts; Concentration: Marketing (FULL TIME).**For more information, visit [www.fgc.edu](http://www.fgc.edu) and your academic advisor.Meta-major: **Business**University Transfer: **FAU, FGCU, FIU, FSU, UCF, UF, USE, UWF**

The **Associate of Arts** degree is a collegiate degree program consisting of lower-division courses intended for transfer to baccalaureate programs at the universities listed above<sup>ii</sup>. This plan is for those who are interested in earning a baccalaureate degree in **Marketing**.

This is the sequence of courses for students interested in majoring in **Marketing** at one of the universities listed above. It does not represent a contract, nor does it guarantee course availability or entry into your university of choice. This pathway presents classes needed for your baccalaureate degree in **Marketing**. Courses that complete the degree are listed below. As always, visit your academic advisor each semester to help you keep on track for graduation.

**\*Note: All AA degrees must satisfy the Foreign Language requirement for graduation. Please see catalog\*****SEMESTER BY SEMESTER MAP FOR FULL-TIME STUDENTS****FULL-TIME  
PATHWAY**

SEMESTER 1		ACTION ITEMS	
ENC 1101 – Freshman Composition I <sup>iv</sup> (Communication core)		<ul style="list-style-type: none"><li>Meet with your advisor to confirm academic and career goals by the end of the semester.</li><li><b>REQUIRED:</b> Complete the <i>Computer Competency course</i> within Canvas.</li><li>Signup for and pass the Florida Civic Literacy Exam.</li><li>Consult your advisor to make sure you have met <i>the Foreign Language requirement</i>.</li><li>At the end of the semester, begin research on college and universities where you want to seek to transfer. Meet with a career advisor/coach to research your career options with a degree in <b>Marketing</b>.</li><li>Remember to start collecting artifacts from your courses for your Academic &amp; Career Portfolio in SLS 2370.</li><li>Begin applying for Financial Aid and Scholarships<ul style="list-style-type: none"><li>You can start the FAFSA in October for the next academic year. (i.e., in October 2023, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2024)</li></ul></li></ul>	
<u>Choose one:</u> AMH 2020 – US History from 1865 <b>OR</b> POS 1041 – American Government <sup>iv</sup> (Social Science & civic literacy)			
MAT 1033 – Intermediate Algebra (Elective) (4 cr)			
<u>Choose one:</u> MUL 1010 – Music Appreciation <b>OR</b> THE 2000 – Theatre Appreciation <b>OR</b> ARH 1000 – Art Appreciation <b>OR</b> HUM 2020 – Introduction to Humanities <sup>iv</sup> (Humanities core)			
ECO 2013 – Macroeconomics (Social Science core/Prerequisite)			
TOTAL SEMESTER CREDIT HOURS: 16			
SEMESTER 2		ACTION ITEMS	
<u>Choose one:</u> ENC 1102 – Freshman Composition II <b>OR</b> CRW 2001 – Creative Writing <b>OR</b> ENC 1141 – Writing about Literature <sup>iv</sup> (Communication)		<ul style="list-style-type: none"><li>Meet with your advisor to confirm or update your academic/career pathway and program of study.</li><li>Ask about transfer advising to discuss options to pursue the bachelor's degree.</li><li>Continue collecting artifacts from courses for your Academic &amp; Career Portfolio in SLS 2370.</li></ul>	
<u>Choose one:</u> BSC 2010C – General Biology I w/ Lab <b>OR</b> (4 cr) BSC 2085/L – Anatomy & Physiology I w/ Lab (Bio Science core w/ lab)			
ECO 2023 – Microeconomics (Elective Prerequisite)			
CGS 1570 – Computer Applications (Elective Prerequisite)			
MAC 1105 – College Algebra <sup>iv</sup> (Mathematics core)			
TOTAL SEMESTER CREDIT HOURS: 16			
SEMESTER 3		ACTION ITEMS	
ACG 2021 – Intro to Financial Accounting (Elective Prerequisite)		<ul style="list-style-type: none"><li>Begin applying to your top choice universities.</li><li>Begin applying for Financial Aid and Scholarships.<ul style="list-style-type: none"><li>You can start the FAFSA in October for the next academic year. (i.e., in October 2023, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2024)</li></ul></li><li>Check with your advisor for important deadlines and dates.</li></ul>	
SLS 2370 – Personal Academic & Career Engagement <sup>iv</sup> (3rd Social Science)			
<u>Choose one:</u> SPC 2608 – Public Speaking <b>OR</b> SPC 1017 – Oral Communications <b>OR</b> SPC 1061 – Introduction to Academic and Professional Speaking <sup>iv</sup> (Communications)			
MAC 2233 – Survey of Calculus <sup>iv</sup> (Mathematics/Prerequisite) (4 cr)			
TOTAL SEMESTER CREDIT HOURS: 13			

SEMESTER 4	ACTION ITEMS
ACG 2071 – Intro to Managerial Accounting <i>(Elective Prerequisite)</i>	<ul style="list-style-type: none"><li>After reviewing your final program of study, apply for Graduation.<ul style="list-style-type: none"><li>Meet with your advisor to apply for graduation for your degree.</li><li>Sign up for commencement.</li></ul></li><li>Request final transcripts sent to the transferring college or university.</li><li>Congratulations, graduate!</li></ul>
PHI 2600 – Ethics <i>(Humanities)</i> <sup>iv</sup>	
<b>Choose one: Any General Education GLY, CHM, OR PHY class OR</b> <b>AST 1002 – Astronomy OR</b> <b>PSC 1341 – Physical Science OR</b> <b>EVR 1001 – Intro to Environmental Science <i>(Physical Science)</i> (3-4 cr)</b>	
STA 2023 – Elementary Statistics <sup>iv</sup> <i>(Elective Prerequisite)</i>	
GEB 1011 – Introduction to Business <i>(Elective)</i>	
TOTAL SEMESTER CREDIT HOURS: 15-16	
AAMK DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS PATHWAY TOTAL: 60-61 CREDIT HOURS	

<sup>i</sup> Degree plans may change in later catalogs. You may use this pathway if you entered the college on or before this date.

<sup>ii</sup> Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by FGC to award the degree.

<sup>iii</sup> This is not an official degree plan. For official degree requirements, [click here](#).

<sup>iv</sup> You must earn a grade of "C" or better in all Gordon Rule classes.

**MARKETING (60 Credits)****Guided Pathway: Associate of Arts; Concentration: Marketing (PART TIME).**For more information, visit [www.fgc.edu](http://www.fgc.edu) and your academic advisor.Meta-major: **Business**University Transfer: **FAU, FGCU, FIU, FSU, UCF, UF, USE, UWF**

The **Associate of Arts** degree is a collegiate degree program consisting of lower-division courses intended for transfer to baccalaureate programs at the universities listed above<sup>ii</sup>. This plan is for those who are interested in earning a baccalaureate degree in **Marketing**.

This is the sequence of courses for students interested in majoring in **Marketing** at one of the universities listed above. It does not represent a contract, nor does it guarantee course availability or entry into your university of choice. This pathway presents classes needed for your baccalaureate degree in **Marketing**. Courses that complete the degree are listed below. As always, visit your academic advisor each semester to help you keep on track for graduation.

**\*Note: All AA degrees must satisfy the Foreign Language requirement for graduation. Please see catalog\*****PART-TIME PATHWAY****SEMESTER BY SEMESTER MAP FOR PART-TIME STUDENTS**

SEMESTER 1		ACTION ITEMS
ENC 1101 – Freshman Composition I <sup>iv</sup> (Communication core)		<ul style="list-style-type: none"><li>Meet with your advisor to confirm academic and career goals by the end of the semester.</li><li>Remember to start collecting artifacts from your courses for your Academic &amp; Career Portfolio in SLS 2370.</li><li><b>REQUIRED:</b> Complete the <b>Computer Competency</b> course within Canvas.</li><li>Consult your advisor to make sure you have met <b>the Foreign Language requirement</b>.</li><li>Begin applying for Financial Aid and Scholarships<ul style="list-style-type: none"><li>You can start the FAFSA in October for the next academic year. (i.e., in October 2023, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2024)</li></ul></li></ul>
MAT 1033 – Intermediate Algebra (Elective) (4 cr)		
TOTAL SEMESTER CREDIT HOURS: 7		
SEMESTER 2		ACTION ITEMS
Choose one: ENC 1102 – Freshman Composition II <b>OR</b> CRW 2001 – Creative Writing <b>OR</b> ENC 1141 – Writing about Literature <sup>iv</sup> (Communication)		<ul style="list-style-type: none"><li>At the end of the semester, begin research on college and universities where you want to seek to transfer. Meet with a career advisor/coach to research your career options with a degree in <b>Marketing</b>.</li><li>Continue collecting artifacts from courses for your Academic &amp; Career Portfolio in SLS 2370.</li></ul>
Choose one: Any General Education GLY, CHM, <b>OR</b> PHY class <b>OR</b> AST 1002 – Astronomy <b>OR</b> PSC 1341 – Physical Science <b>OR</b> EVR 1001 – Intro to Environmental Science (Physical Science) (3-4 cr)		
MAC 1105 – College Algebra <sup>iv</sup> (Mathematics core)		
TOTAL SEMESTER CREDIT HOURS: 9-10		
SEMESTER 3		ACTION ITEMS
Choose one: AMH 2020 – US History from 1865 <b>OR</b> POS 1041 – American Government (Social Science & civic literacy) <sup>iv</sup>		<ul style="list-style-type: none"><li>Meet with your advisor to confirm or update your academic/career pathway and program of study.</li><li>Signup for and pass the Florida Civic Literacy Exam.</li><li>Continue collecting artifacts from courses for your Academic &amp; Career Portfolio in SLS 2370.</li><li>Begin applying for Financial Aid and Scholarships<ul style="list-style-type: none"><li>You can start the FAFSA in October for the next academic year. (i.e., in October 2023, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2024)</li></ul></li></ul>
ECO 2013 – Macroeconomics (Social Science core/Prerequisite)		
MAC 2233 – Survey of Calculus <sup>iv</sup> (Mathematics/Prerequisite) (4 cr)		
TOTAL SEMESTER CREDIT HOURS: 10		
SEMESTER 4		ACTION ITEMS
ECO 2023 – Microeconomics (Elective Prerequisite)		<ul style="list-style-type: none"><li>Meet with your advisor and ask about transfer advising to discuss options to pursue the bachelor's degree.</li><li>Continue collecting artifacts from courses for your Academic &amp; Career Portfolio in SLS 2370.</li></ul>
STA 2023 – Elementary Statistics <sup>iv</sup> (Elective Prerequisite)		
Choose one: BSC 2010C – General Biology I w/ Lab <b>OR</b> (4 cr) BSC 2085/L – Anatomy & Physiology I w/ Lab (Bio Science core w/ lab)		
TOTAL SEMESTER CREDIT HOURS: 10		

SEMESTER 5	ACTION ITEMS
CGS 1570 – Computer Applications <i>(Elective Prerequisite)</i>	<ul style="list-style-type: none"><li>Meet with your advisor to confirm academic and career goals by the end of the semester.</li><li>Meet with a career advisor/coach to research your career options.</li><li>Continue collecting artifacts from your courses for your Academic &amp; Career Portfolio in SLS 2370.</li></ul>
ACG 2021 – Intro to Financial Accounting <i>(Elective Prerequisite)</i>	
<u>Choose one:</u> SPC 2608 – Public Speaking <b>OR</b> SPC 1017 – Oral Communications <b>OR</b> SPC 1061 – Introduction to Academic and Professional Speaking <sup>iv</sup> <i>(Communications)</i>	
TOTAL SEMESTER CREDIT HOURS: 9	
SEMESTER 6	ACTION ITEMS
SLS 2370 – Personal Academic & Career Engagement <sup>iv</sup> <i>(3rd Social Science )</i>	<ul style="list-style-type: none"><li>Begin applying to your top choice universities.</li><li>Begin applying for Financial Aid and Scholarships.<ul style="list-style-type: none"><li>You can start the FAFSA in October for the next academic year. <i>(i.e., in October 2023, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2024)</i></li></ul></li><li>Check with your advisor for important deadlines and dates.</li></ul>
ACG 2071 – Intro to Managerial Accounting <i>(Elective Prerequisite)</i>	
<u>Choose one:</u> MUL 1010 – Music Appreciation <b>OR</b> THE 2000 – Theatre Appreciation <b>OR</b> ARH 1000 – Art Appreciation <b>OR</b> HUM 2020 – Introduction to Humanities <i>(Humanities core)<sup>iv</sup></i>	
TOTAL SEMESTER CREDIT HOURS: 9	
SEMESTER 7	ACTION ITEMS
PHI 2600 – Ethics <i>(Humanities)<sup>iv</sup></i>	<ul style="list-style-type: none"><li>After reviewing your final program of study, apply for Graduation.<ul style="list-style-type: none"><li>Meet with your advisor to apply for graduation for your degree.</li><li>Sign up for commencement.</li></ul></li><li>Request final transcripts sent to the transferring college or university.</li><li>Congratulations, graduate!</li></ul>
GEB 1011 – Introduction to Business <i>(Elective)</i>	
TOTAL SEMESTER CREDIT HOURS: 6	
AAMK DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS PATHWAY TOTAL: 60-61 CREDIT HOURS	

<sup>i</sup> Degree plans may change in later catalogs. You may use this pathway if you entered the college on or before this date.

<sup>ii</sup> Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by FGC to award the degree.

<sup>iii</sup> This is not an official degree plan. For official degree requirements, [click here](#).

<sup>iv</sup> You must earn a grade of "C" or better in all Gordon Rule classes.