

**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\*****FULL-TIME  
PATHWAY****SEMESTER BY SEMESTER MAP FOR FULL-TIME STUDENTS**

<b>SEMESTER 1</b>	<b>ACTION ITEMS</b>
ENC 1101 – Freshman Composition I <sup>iv</sup> ( <i>Communication core</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><b>REQUIRED:</b> Complete the <b>Computer Competency</b> course within Canvas.</li> <li>Signup for and pass the Florida Civic Literacy Exam.</li> <li>Consult your advisor to make sure you have met <b>the Foreign Language requirement</b>.</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>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> </ul>
Choose one: AMH 2020 – US History from 1865 <b>OR</b> POS 1041 – American Government <sup>iv</sup> ( <i>Social Science &amp; civic literacy</i> )	
MAT 1033 – Intermediate Algebra ( <i>Elective</i> ) (4 cr)	
Choose one: 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> ( <i>Humanities core</i> )	
ECO 2013 – Macroeconomics ( <i>Social Science core/Prerequisite</i> )	
<b>TOTAL SEMESTER CREDIT HOURS: 16</b>	
<b>SEMESTER 2</b>	<b>ACTION ITEMS</b>
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> ( <i>Communication</i> )	<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>
Choose one: BSC 2010C – General Biology I w/ Lab <b>OR</b> (4 cr) BSC 2085/L – Anatomy & Physiology I w/ Lab ( <i>Bio Science core w/ lab</i> )	
ECO 2023 – Microeconomics ( <i>Elective Prerequisite</i> )	
CGS 1570 – Computer Applications ( <i>Elective Prerequisite</i> )	
MAC 1105 – College Algebra <sup>iv</sup> ( <i>Mathematics core</i> )	
<b>TOTAL SEMESTER CREDIT HOURS: 16</b>	
<b>SEMESTER 3</b>	<b>ACTION ITEMS</b>
ACG 2021 – Intro to Financial Accounting ( <i>Elective Prerequisite</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>
SLS 2370 – Personal Academic & Career Engagement <sup>iv</sup> ( <i>3rd Social Science</i> )	
Choose one: 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> )	
MAC 2233 – Survey of Calculus <sup>iv</sup> ( <i>Mathematics/Prerequisite</i> ) (4 cr)	
<b>TOTAL SEMESTER CREDIT HOURS: 13</b>	

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>	
<p><u>Choose one:</u> <b>Any General Education GLY, CHM, OR PHY class OR</b></p> <p><b>AST 1002</b> – Astronomy <b>OR</b></p> <p><b>PSC 1341</b> – Physical Science <b>OR</b></p> <p><b>EVR 1001</b> – Intro to Environmental Science <i>(Physical Science) (3-4 cr)</i></p>	
STA 2023 – Elementary Statistics <sup>iv</sup> <i>(Elective Prerequisite)</i>	
GEB 1011 – Introduction to Business <i>(Elective)</i>	
<b>TOTAL SEMESTER CREDIT HOURS: 15-16</b>	
<b>AAMK DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS PATHWAY TOTAL: 60-61 CREDIT HOURS</b>	

<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).**

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Meta-major: **Business**

University Transfer: **FAU, FGCU, FIU, FSU, UCF, UF, USF, UWF**

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**PART-TIME PATHWAY****SEMESTER BY SEMESTER MAP FOR PART-TIME STUDENTS**

<b>SEMESTER 1</b>	<b>ACTION ITEMS</b>
<p><b>ENC 1101</b> – Freshman Composition I<sup>iv</sup> (<i>Communication core</i>)</p>	<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 <i>Computer Competency course</i> within Canvas.</li> <li>Consult your advisor to make sure you have met <i>the Foreign Language requirement</i>.</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> </ul>
<p><b>MAT 1033</b> – Intermediate Algebra (<i>Elective</i>) (4 cr)</p>	
<b>TOTAL SEMESTER CREDIT HOURS: 7</b>	
<b>SEMESTER 2</b>	<b>ACTION ITEMS</b>
<p><b>Choose one:</b> <b>ENC 1102</b> – Freshman Composition II <b>OR</b>  <b>CRW 2001</b> – Creative Writing <b>OR</b>  <b>ENC 1141</b> – Writing about Literature<sup>iv</sup> (<i>Communication</i>)</p>	<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 <i>Marketing</i>.</li> <li>Continue collecting artifacts from courses for your Academic &amp; Career Portfolio in SLS 2370.</li> </ul>
<p><b>Choose one:</b> <b>Any General Education GLY, CHM, OR PHY class OR</b>  <b>AST 1002</b> – Astronomy <b>OR</b>  <b>PSC 1341</b> – Physical Science <b>OR</b>  <b>EVR 1001</b> – Intro to Environmental Science (<i>Physical Science</i>) (3-4 cr)</p>	
<p><b>MAC 1105</b> – College Algebra<sup>iv</sup> (<i>Mathematics core</i>)</p>	
<b>TOTAL SEMESTER CREDIT HOURS: 9-10</b>	
<b>SEMESTER 3</b>	<b>ACTION ITEMS</b>
<p><b>Choose one:</b> <b>AMH 2020</b> – US History from 1865 <b>OR</b>  <b>POS 1041</b> – American Government (<i>Social Science &amp; civic literacy</i>)<sup>iv</sup></p>	<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>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> </ul>
<p><b>ECO 2013</b> – Macroeconomics (<i>Social Science core/Prerequisite</i>)</p>	
<p><b>MAC 2233</b> – Survey of Calculus<sup>iv</sup> (<i>Mathematics/Prerequisite</i>) (4 cr)</p>	
<b>TOTAL SEMESTER CREDIT HOURS: 10</b>	
<b>SEMESTER 4</b>	<b>ACTION ITEMS</b>
<p><b>ECO 2023</b> – Microeconomics (<i>Elective Prerequisite</i>)</p>	<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>
<p><b>STA 2023</b> – Elementary Statistics<sup>iv</sup> (<i>Elective Prerequisite</i>)</p>	
<p><b>Choose one:</b> <b>BSC 2010C</b> – General Biology I w/ Lab <b>OR</b> (4 cr)  <b>BSC 2085/L</b> – Anatomy &amp; Physiology I w/ Lab (<i>Bio Science core w/ lab</i>)</p>	
<b>TOTAL SEMESTER CREDIT HOURS: 10</b>	

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>	
Choose one: 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>	
<b>TOTAL SEMESTER CREDIT HOURS: 9</b>	
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>	
Choose one: 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>	
<b>TOTAL SEMESTER CREDIT HOURS: 9</b>	
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>	
<b>TOTAL SEMESTER CREDIT HOURS: 6</b>	
<b>AAMK DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS PATHWAY TOTAL: 60-61 CREDIT HOURS</b>	

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