

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

SEMESTER 1	ACTION ITEMS
ENC 1101 – Freshman Composition I ^{iv} (<i>Communication core</i>)	<ul style="list-style-type: none"> Meet with your advisor to confirm academic and career goals by the end of the semester. REQUIRED: Complete the Computer Competency course within Canvas. Signup for and pass the Florida Civic Literacy Exam. Consult your advisor to make sure you have met the Foreign Language requirement. 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 Marketing. Remember to start collecting artifacts from your courses for your Academic & Career Portfolio in SLS 2370. Begin applying for Financial Aid and Scholarships <ul style="list-style-type: none"> You can start the FAFSA in October for the next academic year. (<i>i.e., in October 2024, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2025</i>)
Choose one: AMH 2010 – US History to 1877 OR AMH 2020 – US History from 1877 OR POS 1041 – American Government ^{iv} (<i>Social Science & civic literacy</i>)	
MAT 1033 – Intermediate Algebra (<i>Elective</i>) (4 cr)	
Choose one: MUL 1010 – Music Appreciation OR THE 2000 – Theatre Appreciation OR ARH 1000 – Art Appreciation OR HUM 2020 – Introduction to Humanities ^{iv} (<i>Humanities core</i>)	
ECO 2013 – Macroeconomics (<i>Social Science core/Prerequisite</i>)	
TOTAL SEMESTER CREDIT HOURS: 16	
SEMESTER 2	ACTION ITEMS
Choose one: ENC 1102 – Freshman Composition II OR CRW 2001 – Creative Writing OR ENC 1141 – Writing about Literature ^{iv} (<i>Communication</i>)	<ul style="list-style-type: none"> Meet with your advisor to confirm or update your academic/career pathway and program of study. Ask about transfer advising to discuss options to pursue the bachelor's degree. Continue collecting artifacts from courses for your Academic & Career Portfolio in SLS 2370.
Choose one: BSC 2010C – General Biology I w/ Lab OR (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 ^{iv} (<i>Mathematics core</i>)	
TOTAL SEMESTER CREDIT HOURS: 16	
SEMESTER 3	ACTION ITEMS
ACG 2021 – Intro to Financial Accounting (<i>Elective Prerequisite</i>)	<ul style="list-style-type: none"> Begin applying to your top choice universities. Begin applying for Financial Aid and Scholarships. <ul style="list-style-type: none"> You can start the FAFSA in October for the next academic year. (<i>i.e., in October 2024, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2025</i>) Check with your advisor for important deadlines and dates.
SLS 2370 – Personal Academic & Career Engagement ^{iv} (<i>3rd Social Science</i>)	
Choose one: SPC 2608 – Public Speaking OR SPC 1017 – Oral Communications OR SPC 1061 – Introduction to Academic and Professional Speaking ^{iv} (<i>Communications</i>)	
MAC 2233 – Survey of Calculus ^{iv} (<i>Mathematics/Prerequisite</i>) (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"> • After reviewing your final program of study, apply for Graduation. <ul style="list-style-type: none"> ○ Meet with your advisor to apply for graduation for your degree. ○ Sign up for commencement. • Request final transcripts sent to the transferring college or university. • Congratulations, graduate!
PHI 2600 – Ethics <i>(Humanities)</i> ^{iv}	
<p><u>Choose one:</u> Any General Education GLY, CHM, OR PHY class OR</p> <p>AST 1002 – Astronomy OR</p> <p>PSC 1341 – Physical Science OR</p> <p>EVR 1001 – Intro to Environmental Science <i>(Physical Science) (3-4 cr)</i></p>	
STA 2023 – Elementary Statistics ^{iv} <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	

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

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

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

^{iv} 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 and your academic advisor.Meta-major: **Business**University Transfer: **FAU, FGCU, FIU, FSU, UCF, UF, USF, UWF**

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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 ^{iv} (<i>Communication core</i>)	<ul style="list-style-type: none"> Meet with your advisor to confirm academic and career goals by the end of the semester. Remember to start collecting artifacts from your courses for your Academic & Career Portfolio in SLS 2370. REQUIRED: Complete the <i>Computer Competency course</i> within Canvas. Consult your advisor to make sure you have met <i>the Foreign Language requirement</i>. Begin applying for Financial Aid and Scholarships <ul style="list-style-type: none"> You can start the FAFSA in October for the next academic year. (<i>i.e., in October 2024, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2025</i>)
MAT 1033 – Intermediate Algebra (<i>Elective</i>) (4 cr)	
TOTAL SEMESTER CREDIT HOURS: 7	
SEMESTER 2	ACTION ITEMS
Choose one: ENC 1102 – Freshman Composition II OR CRW 2001 – Creative Writing OR ENC 1141 – Writing about Literature ^{iv} (<i>Communication</i>)	<ul style="list-style-type: none"> 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>. Continue collecting artifacts from courses for your Academic & Career Portfolio in SLS 2370.
Choose one: Any General Education GLY, CHM, OR PHY class OR AST 1002 – Astronomy OR PSC 1341 – Physical Science OR EVR 1001 – Intro to Environmental Science (<i>Physical Science</i>) (3-4 cr)	
MAC 1105 – College Algebra ^{iv} (<i>Mathematics core</i>)	
TOTAL SEMESTER CREDIT HOURS: 9-10	
SEMESTER 3	ACTION ITEMS
Choose one: AMH 2010 – US History to 1877 OR AMH 2020 – US History from 1877 OR POS 1041 – American Government ^{iv} (<i>Social Science & civic literacy</i>)	<ul style="list-style-type: none"> Meet with your advisor to confirm or update your academic/career pathway and program of study. Signup for and pass the Florida Civic Literacy Exam. Continue collecting artifacts from courses for your Academic & Career Portfolio in SLS 2370. Begin applying for Financial Aid and Scholarships <ul style="list-style-type: none"> You can start the FAFSA in October for the next academic year. (<i>i.e., in October 2024, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2025</i>)
ECO 2013 – Macroeconomics (<i>Social Science core/Prerequisite</i>)	
MAC 2233 – Survey of Calculus ^{iv} (<i>Mathematics/Prerequisite</i>) (4 cr)	
TOTAL SEMESTER CREDIT HOURS: 10	
SEMESTER 4	ACTION ITEMS
ECO 2023 – Microeconomics (<i>Elective Prerequisite</i>)	<ul style="list-style-type: none"> Meet with your advisor and ask about transfer advising to discuss options to pursue the bachelor's degree. Continue collecting artifacts from courses for your Academic & Career Portfolio in SLS 2370.
STA 2023 – Elementary Statistics ^{iv} (<i>Elective Prerequisite</i>)	
Choose one: BSC 2010C – General Biology I w/ Lab OR (4 cr) BSC 2085/L – Anatomy & Physiology I w/ Lab (<i>Bio Science core w/ lab</i>)	
TOTAL SEMESTER CREDIT HOURS: 10	

SEMESTER 5	ACTION ITEMS
CGS 1570 – Computer Applications <i>(Elective Prerequisite)</i>	<ul style="list-style-type: none"> • Meet with your advisor to confirm academic and career goals by the end of the semester. • Meet with a career advisor/coach to research your career options. • Continue collecting artifacts from your courses for your Academic & Career Portfolio in SLS 2370.
ACG 2021 – Intro to Financial Accounting <i>(Elective Prerequisite)</i>	
Choose one: SPC 2608 – Public Speaking OR SPC 1017 – Oral Communications OR SPC 1061 – Introduction to Academic and Professional Speaking ^{iv} <i>(Communications)</i>	
TOTAL SEMESTER CREDIT HOURS: 9	
SEMESTER 6	ACTION ITEMS
SLS 2370 – Personal Academic & Career Engagement ^{iv} <i>(3rd Social Science)</i>	<ul style="list-style-type: none"> • Begin applying to your top choice universities. • Begin applying for Financial Aid and Scholarships. <ul style="list-style-type: none"> ○ You can start the FAFSA in October for the next academic year. <i>(i.e., in October 2024, you can complete the FAFSA for if you plan to register for classes at a college or university Fall 2025)</i> • Check with your advisor for important deadlines and dates.
ACG 2071 – Intro to Managerial Accounting <i>(Elective Prerequisite)</i>	
Choose one: ARH 1000 – Art Appreciation OR HUM 2020 – Introduction to Humanities OR MUL 2010 – Music Appreciation OR THE 2000 – Theatre Appreciation ^{iv} <i>(Humanities core)</i>	
TOTAL SEMESTER CREDIT HOURS: 9	
SEMESTER 7	ACTION ITEMS
PHI 2600 – Ethics <i>(Humanities)</i> ^{iv}	<ul style="list-style-type: none"> • After reviewing your final program of study, apply for Graduation. <ul style="list-style-type: none"> ○ Meet with your advisor to apply for graduation for your degree. ○ Sign up for commencement. • Request final transcripts sent to the transferring college or university. • Congratulations, graduate!
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	

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