

# A.A. Transfer Program Map: Marketing



**BUSINESS PATHWAY**  
**ASSOCIATE IN ARTS DEGREE (A.A.):**  
**MARKETING**  
 CATALOG YEAR 2025-2026

## Suggested Course Sequence

This map is designed for students planning to transition to a Bachelor's Degree in the Florida State College or State University System after completing an AA degree. This plan includes common required prerequisites and recommended courses for success in the program. Classes with the symbol help you explore this career pathway to see if it's right for you!

**Learn about FSW's Business Degrees: [fsw.edu/pathways/business](https://fsw.edu/pathways/business)**

### Semester 1

Course		Credits	Notes
ENC 1101*	COMPOSITION I	3	
MAT 1033	INTERMEDIATE ALGEBRA	4	
CGS 1100	COMPUTER APPS FOR BUSINESS	3	
MAR 2011	MARKETING	3	ALTERNATE: GEB 1011
SLS 1515	CORNERSTONE EXPERIENCE	3	
<b>Total Semester Credits:</b>		<b>16</b>	

### Semester 2

Course		Credits	Notes
ENC 1102*	COMPOSITION II	3	
ECO 2023	PRINCIPLES OF MICROECONOMICS	3	
MAC 1105	COLLEGE ALGEBRA	3	
ACG 2021	FINANCIAL ACCOUNTING	3	
NATURAL SCIENCE	ANY GEN. ED. CORE NATURAL SCIENCE	3	ONE SCIENCE MUST HAVE A LAB COMPONENT
<b>Total Semester Credits:</b>		<b>15</b>	
<b>Total Academic Year Credits:</b>		<b>31</b>	

### Semester 3

Course		Credits	Notes
ACG 2071	MANAGERIAL ACCOUNTING	3	
MAC 2233	CALCULUS BUSINESS/SOCIAL SCI. I	4	
ECO 2013	PRINCIPLES OF MACROECONOMICS	3	
SOCIAL SCI. / CIVIC LIT.	CHOOSE AMH 2010, AMH 2020, OR POS 2041	3	
HUMANITIES*	ANY WRIT. INTENS. CORE HUMANITIES	3	CHOOSE HUM 2020, LIT 2000, OR PHI 2010
<b>Total Semester Credits:</b>		<b>16</b>	

### Semester 4

Course		Credits	Notes
IDS 2891	CREATIVE CAPSTONE	3	
STA 2023	STATISTICAL METHODS I	3	
SPC 2608	INTRO TO PUBLIC SPEAKING	3	
HUMANITIES*	ANY WRITING INTENS. HUMANITIES	3	
NATURAL SCIENCE	ANY. GEN ED. NATURAL SCIENCE	3	ONE SCIENCE MUST HAVE A LAB COMPONENT
<b>Total Semester Credits:</b>		<b>15</b>	
<b>Total Academic Year Credits:</b>		<b>31</b>	
<b>Overall Credits:</b>		<b>62</b>	

- Students must meet the Core, \*Writing Intensive, Civic Literacy, Foreign Language, and College requirements defined in the College Catalog.
- It is recommended for students to check with their transfer institution regarding the transferability of major-specific coursework.
- Classes not listed here may be used to satisfy AA degree requirements. However, there are prerequisite courses required for specific programs at every Florida public college and university.
- To maintain timely graduation, it is highly recommended that you complete all common prerequisite course work prior to being admitted into a Bachelor's degree program. Some institutions may require that all prerequisites be completed before acceptance into the major.
- Your Student Success Advisor can help you make a personalized plan. [www.fsw.edu/advising](https://www.fsw.edu/advising)

Updated 3/25

# A.A. Degree Transfer Worksheet: Marketing

CATALOG YEAR 2025-2026



## BUSINESS PATHWAY



Use this worksheet to plan ahead and keep track of courses you have taken, as you progress through your A.A. degree and prepare to transition to a Bachelor's Degree. This checklist also includes example modifications for popular transfer schools. \*\*\***NOTE: Prerequisites and transfer requirements can change without notice.** Always confirm with your advisor your intended school. Classes with the symbol help you explore this career pathway to see if it's right for you!

Common Pre-Requisites & FSW Recommended Courses		Credits	Semester	Example Transfer Requirements**			
				Florida Gulf Coast University	University of Florida	University of South Florida	Other Transfer School:
<b>FSW Cornerstone Experience and Creative Capstone</b>							
SLS 1515	CORNERSTONE EXPERIENCE	3		X	X	X	X
IDS 2891	CREATIVE CAPSTONE	3		X	X	X	X
<b>Communication</b>							
ENC 1101*	COMPOSITION I	3		X	X	X	
ENC 1102*	COMPOSITION II	3		X	X	X	
<b>Humanities</b>							
HUMANITIES*	ANY WRITING INTENS. CORE HUMANITIES	3		X	X	X	
HUMANITIES*	ANY WRITING INTENS. HUMANITIES	3		X	X	X	
<b>Social Science</b>							
CIVIC LIT.	CHOOSE AMH 2010, AMH 2020, OR POS 2041	3		X	X	X	
ECO 2013	PRINCIPLES OF MACROECONOMICS	3		X	X	X	
<b>Mathematics</b>							
MAC 1105	COLLEGE ALGEBRA	3		X	X	X	
STA 2023	STATISTICAL METHODS I	3		X	X	X	
<b>Natural Science</b>							
COURSE NUMBERS ENDING IN "L" ARE LABS. COURSE NUMBERS ENDING IN "C" AUTOMATICALLY INCLUDE LECTURE AND LAB COMBINED.							
NATURAL SCI.	ANY GEN. ED. CORE NATURAL SCIENCE	3		X	X	X	
NATURAL SCI.	ANY GEN. ED NATURAL SCIENCE	3		X	X	X	
NATURAL SCI.	ANY GEN. ED. NATURAL SCIENCE LAB	Varies		X	X	X	
<b>Electives / Gen. Ed. Flex</b>							
MAR 2011	MARKETING	3		Alternate: Any AA Elective	Alternate: Any AA Elective	Alternate: Any AA Elective	
ACG 2021	FINANCIAL ACCOUNTING	3		X	X	X	
CGS 1100	COMPUTER APPS FOR BUSINESS	3		X	Alternate: CGS 1000	Alternate: CGS 1000	
ACG 2071	MANAGERIAL ACCOUNTING	3		X	X	X	
ECO 2023	PRINCIPLES OF MICROECONOMICS	3		X	X	X	
MAC 2233	CALCULUS BUSINESS/SOCIAL SCI.	4		X	X	X	
SPC 2608	INTRO TO PUBLIC SPEAKING	3		X	Preferred++	Preferred++	
ELECTIVE	ANY AA ELECTIVE (IF NO ENC 1130 OR MAT 1033)	3		Only if needed	Only if needed	Only if needed	
<b>Foreign Language, Dual Enrollment, and Other Requirements (If Needed)</b>							
ENC 1130+	IMPROVING COL. WRITING (COUNTS AS ELECTIVE)	3		Notes:	Notes: ++ SPC 2608 is preferred because it will satisfy a requirement to complete the Bachelor's degree.	Notes: ++ SPC 2608 is preferred because it will satisfy a requirement to complete the Bachelor's degree.	Notes:
MAT 0057+	MATH FOR COL. SUCCESS (DEVELOPMENTAL: DOES NOT COUNT AS ELECTIVE OR MATH)	4					
MAT 1033+	INTERM. ALGEBRA (COUNTS AS ELECTIVE)	4					
<b>Florida Civic Literacy Exam Requirement (FCLE) - Check if Satisfied</b>				<p>ASL is not approved for foreign language exit requirement.</p>			
<p>- Students must meet the Core, *Writing Intensive, Civic Literacy, Foreign Language, and College requirements as outlined in the College Catalog.</p> <p>- It is recommended for students to check with their transfer institution regarding the transferability of major specific coursework.</p> <p>- Classes not listed here may be used to satisfy AA degree requirements. However, there are pre-requisite courses required for specific programs at every Florida public college and university.</p> <p>- To maintain timely graduation, it is highly recommended that you complete all common prerequisite course work prior to being admitted into a Bachelor's degree program. Some institutions may require that all prerequisites be completed before acceptance into the major.</p> <p>- Your Student Success Advisor can help you make a personalized plan. <a href="http://www.fsw.edu/advising">www.fsw.edu/advising</a></p> <p>†Only take this class if required by test scores or other college placement requirements. Total credits for degree may exceed the number indicated.</p>							
<p><b>**IMPORTANT:</b> This tool is designed to help you plan. Schools may have additional transfer requirements not listed here, and pre-requisite course requirements can change without notice. Always confirm transfer requirements directly with your destination schools and plan carefully and frequently with your Academic Advisor.</p>							