

# Marketing Program Map



**Academic  
& Career  
Pathways**  
Florida SouthWestern State College

## BUSINESS PATHWAY

**Example Course Sequence**  
Associate in Arts (AA): General Studies  
**MARKETING**  
CATALOG YEAR 2025-2026

This map is for students earning the Associate in Arts (General Studies) degree and preparing to transfer to a Florida public school for a Bachelor's degree in this major. Classes with the symbol help you explore this pathway.

### 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>

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Florida SouthWestern State College

**BUSINESS PATHWAY**

## Transfer Worksheet

Associate in Arts (AA): General Studies

## MARKETING

CATALOG YEAR 2025-2026

Common Prerequisites & FSW Recommended Courses			Credits	Semester	Example Transfer Requirements**							
					Florida Gulf Coast University	University of Florida	University of South Florida	Other Transfer School:				
FSW Cornerstone Experience and Creative Capstone												
	SLS 1515	CORNERSTONE EXPERIENCE	3		X	X	X	X				
	IDS 2891	CREATIVE CAPSTONE	3		X	X	X	X				
Communication												
	ENC 1101*	COMPOSITION I	3		X	X	X					
	ENC 1102*	COMPOSITION II	3		X	X	X					
Humanities												
	HUMANITIES*	ANY WRITING INTENS. CORE HUMANITIES	3		X	X	X					
	HUMANITIES*	ANY WRITING INTENS. HUMANITIES	3		X	X	X					
Social Science												
	CIVIC LIT.	CHOOSE AMH 2010, AMH 2020, OR POS 2041	3		X	X	X					
	ECO 2013	PRINCIPLES OF MACROECONOMICS	3		X	X	X					
Mathematics												
	MAC 1105	COLLEGE ALGEBRA	3		X	X	X					
	STA 2023	STATISTICAL METHODS I	3		X	X	X					
Natural Science												
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					
Electives / Gen. Ed. Flex												
	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					
Foreign Language, Dual Enrollment, and Other Requirements (If Needed)												
	ENC 1130†	IMPROVING COL. WRITING (COUNTS AS ELECTIVE)	3		Notes: This is aligned with the 2025-26 FGCU Catalog. Admission and prerequisite requirements may change by the time you seek to enroll.	Notes: †† SPC 2608 is preferred because it will satisfy a requirement to complete the Bachelor's degree.  This is aligned with the 2025-26 UF Catalog. Admission and prerequisite requirements may change by the time you seek to enroll.	Notes: †† SPC 2608 is preferred because it will satisfy a requirement to complete the Bachelor's degree.  ASL is not approved for foreign language exit requirement.  This is aligned with the 2025-26 USF Catalog. Admission and prerequisite requirements may change by the time you seek to enroll.	Notes:				
	MAT 0057†	MATH FOR COL. SUCCESS (DEVELOPMENTAL: DOES NOT COUNT AS ELECTIVE OR MATH)	4									
	MAT 1033†	INTERM. ALGEBRA (COUNTS AS ELECTIVE)	4									
	Florida Civic Literacy Exam Requirement (FCLE) - Check if Satisfied											
<div><div><div>Classes with the ⚡ symbol help you explore this pathway.</div><div>Students must meet the Core, *Writing Intensive, Civic Literacy, Foreign Language, and College requirements in the FSW College Catalog.</div><div>Other classes may be used toward FSW degree requirements, but they might not meet the prerequisite and transfer requirements for your intended Bachelor's degree.</div><div>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.</div><div>Total credits for graduation may exceed the numbers indicated.</div><div>Your Student Success Advisor can help you make a personalized plan. <a href="http://www.fsw.edu/advising">www.fsw.edu/advising</a></div></div><div>†Only take this class if required by test scores or other college placement requirements.</div><div>Updated 10/25</div><div>Page 2 of 2</div></div>												
					**IMPORTANT: Schools may have additional transfer requirements not listed here, and prerequisite course requirements can change without notice. Always confirm transfer requirements directly with your destination schools and plan carefully and frequently with your Academic Advisor.							