

Lutgert College of Business

FGCU Transfer Guide 2019-2020

Bachelor of Science Degree in Marketing

Transfer Requirements:

- Completion of an Associate in Arts Degree (AA)
- Cumulative Transfer GPA of 2.0 or higher

Marketing Prerequisites / Milestones

FGCU Course	FSW Course
CGS 1100, Computer Software & Technology	CGS 1000, Comp. Lit. or CGS 1100, Comp. Applications for Bus.
ACG 2021, Introduction to Financial Accounting	ACG 2021, Financial Accounting or ACG 1001 <u>and</u> ACG 2011, Financial Accounting I and II
ACG 2071, Introduction to Managerial Accounting	ACG 2071, Managerial Accounting
ECO 2013, Principles of Macro Economics	ECO 2013, Principles of Macro Economics
ECO 2023, Principles of Micro Economics	ECO 2023, Principles of Micro Economics
STA 2023, Statistical Methods	STA 2023, Statistical Methods I
MAC 2233, Elementary Calculus	MAC 2233, Calculus for Business & Social Sciences I
SPC 2023, Public Speaking	SPC 2608, Introduction to Public Speaking

Important Notes:

- All prerequisite courses must be completed with a C or higher (a grade of C– does not meet requirement).
- Internships are not required for graduation, but we strongly encourage students to explore Marketing Careers and gain internship experience as part of their degree program. Check out our website for more information: <https://www.fgcu.edu/cob/programs/marketing/>

Students are *strongly encouraged* to complete these courses as part of their AA degree to stay on track for a timely graduation. Any remaining prerequisite courses not completed during the AA may delay graduation.