



Fresno City College

BUSINESS
2023-2024

Name: _____

ID: _____

Date: _____

Counselor Contact: _____

A grade of "C" or better is required in the following courses

Notes:

Students planning to transfer to CSU Fresno in Business Administration should refer to the CSU Fresno Business

| CERTIFICATES | C-ID | Units | Completed | In Progress | Planned |
|---|-------------|--------------|------------------|--------------------|----------------|
| MARKETING | | | | | |
| Advertising (F.2113.CN) 9 units | | | | | |
| MKTG 10, Principles of Marketing | | 3 | | | |
| MKTG 12, Advertising and Promotion | | 3 | | | |
| MKTG 21, Digital Marketing | | 3 | | | |
| Personal Sales (F.2114.CN) 9 units | | | | | |
| BA 33, Human Relations in the Workplace | | 3 | | | |
| MKTG 10, Principles of Marketing | | 3 | | | |
| MKTG 11, Selling and Sales Management | | 3 | | | |
| Retailing (F.2116.CN) 9 units | | | | | |
| BA 33, Human Relations in the Workplace | | 3 | | | |
| MKTG 10, Principles of Marketing | | 3 | | | |
| MKTG 14, Retailing | | 3 | | | |

Administration major sheet for important major and CSU GE planning information.