



Fresno City College

MARKETING
2019-2020

Name: _____

ID: _____

Date: _____

Advisor Contact: _____

Major Requirements: 24 units

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

ASSOCIATE IN SCIENCE (F.2110.AS)	C-ID	Units	Completed	In Progress	Planned
BA 33, Human Relations in the Workplace		3			
BT 115, Refresher Math		3			
CIT 15, Computer Concepts		3			
MKTG 10, Principles of Marketing		3			
MKTG 11, Selling and Sales Management		3			
MKTG 12, Advertising and Promotion		3			
MKTG 14, Retailing		3			
MKTG 21, Digital Marketing		3			

Notes:

1. Recommended Electives: ACCTG 4A; BA 5, 10; MKTG 17, 19 (MKTG 19, two semesters, should be equivalent to 500 hours of work experience).
2. Some of the above courses may have prerequisites. See the catalog or schedule of classes.
3. The *Associate Degree* requires completion of the major (24 units) with a "C" or better grade in each course plus the completion of the General Associate Degree requirements – basic competencies, physical education/Dance, and lifetime physical and mental wellness – and General Education requirements for a total of **60 semester units minimum** with a 2.0 or better GPA.