



# Fresno City College

**MARKETING  
2021-2022**

Name: \_\_\_\_\_

ID: \_\_\_\_\_

Date: \_\_\_\_\_

Counselor Contact: \_\_\_\_\_

**Major Requirements: 24 units**

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

<b>ASSOCIATE IN SCIENCE (F.2110.AS)</b>	<b>C-ID</b>	<b>Units</b>	<b>Completed</b>	<b>In Progress</b>	<b>Planned</b>
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. Students must complete one of the three different general education patterns: option 1 – Fresno City College General Education, option 2 – CSU GE Breadth– California State University General Education, OR option 3 – IGETC – Intersegmental General Education Transfer Curriculum for a total of **60 semester units minimum** with a 2.0 or better GPA.