



# Fresno City College

Marketing  
RETAIL MANAGEMENT  
2022-2023

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

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

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

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

**Major Requirements: 24.5-25 units**

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

Associate in Science (F.2055.AS)	C-ID	Units	Completed	In Progress	Planned
BA/BT 5, Workplace Communication		3			
BA 31, Human Resource Management		3			
BA 33, Human Relations in the Workplace		3			
BA 43, Principles of Management		3			
BT 131, Applied Accounting <b>OR</b> ACCTG 4A, Financial Accounting		3.5-4			
CIT 15, Computer Concepts	ITIS 120	3			
MKTG 10, Principles of Marketing		3			
MKTG 14, Retailing		3			

**NOTES:**

1. The program prepares current and future retail employees for the fast paced, ever changing challenges in a competitive retail environment. Specific occupational preparation is provided in the above program.
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 (24.5-25 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.