



Fresno City College

MARKETING
2023-2024

Name: _____

ID: _____

Date: _____

Counselor Contact: _____

Major Requirements: 18 units

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

CERTIFICATE OF ACHIEVEMENT (F.2110.CA)	C-ID	Units	Completed	In Progress	Planned
BA 33, Human Relations in the Workplace		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. This curriculum is designed for students planning to enter the marketing fields of retailing, wholesaling, general selling, and advertising.
2. The *Certificate of Achievement* requires completion of the major (18 units) with a "C" or better grade in each course.