



Fresno City College

**MARKETING
2024-2025**

Name: _____

ID: _____

Date: _____

Counselor Contact: _____

Major Requirements: 18 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			
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. The *Associate Degree* requires completion of the major (18 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.