



# Fresno City College

**BUSINESS MARKETING**  
**2024-2025**

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

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

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

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

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

<b>CERTIFICATES</b>	<b>C-ID</b>	<b>Units</b>	<b>Completed</b>	<b>In Progress</b>	<b>Planned</b>
<b>Advertising (F.2113.CN) 9 units</b>					
MKTG 10, Principles of Marketing		3			
MKTG 12, Advertising and Promotion		3			
MKTG 21, Digital Marketing		3			
<b>Personal Sales (F.2114.CN) 9 units</b>					
BA 33, Human Relations in the Workplace		3			
MKTG 10, Principles of Marketing		3			
MKTG 11, Selling and Sales Management		3			
<b>Retailing (F.2116.CN) 9 units</b>					
BA 33, Human Relations in the Workplace		3			
MKTG 10, Principles of Marketing		3			
MKTG 14, Retailing		3			

**Notes:**

***Students planning to transfer to CSU Fresno in Business Administration should refer to the CSU Fresno Business Administration major sheet for important major and CSU GE planning information.***