



# 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**

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.