



# Fresno City College

Marketing  
RETAIL MANAGEMENT  
2024-2025

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

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

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

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

**Major Requirements: 24-25 units**

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

CERTIFICATE OF ACHIEVEMENT (F.2055.CA)	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 <b>OR</b> ACCTG 80 Accounting for Managers		3-4			
CIT 15, Computer Concepts <b>OR</b> BT 42 Computer Applications for Managers	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 *Certificate of Achievement* requires completion of the major (24-25 units) with a "C" or better grade in each course.