

University of Hawai'i • Kapi'olani Community College

Business Education Department

**MKT - MARKETING** A.S. Degree Program Curriculum (60 credits) – Fall - 2005/ Spring - 2006

Student Name \_\_\_\_\_ Business Advisors: Janice Walsh: 734-9010 (Kopiko - 101A)

Lori Sakaguchi 734-9017 (Kopiko 101C)

Math Placement \_\_\_\_\_ English Placement \_\_\_\_\_

<b>First Semester Courses</b>				
Course	Pre-requisite	Semester	Grade	Comments
MKT 120 Principles of Marketing				
BUS 120 Principles of Business				
MKT 130 Principles of Retailing	Recommended Preparation: BUS 120, MKT 120			
BUS 100 (or Math 135) Using Mathematics to Solve Business Problems	Credit in Eng 22; Qualification for Math 24			
ENG 160 (or Eng 100) Business and Technical Writing				

<b>Second Semester Courses</b>				
Course	Pre-requisite	Semester	Grade	Comments
MKT 150 Principles of Customer Service	Recommended Preparation: MKT 120			
MKT 185 E-Commerce Marketing				
ITS 102 (or ICS 100, ICS 101, IT 101) Introduction to Information Technology	Credit/Concurrent Eng 22 or Qualification for Eng100; Qualification for Math 24 or higher			
MGT 122 Organizational Behavior				
SP 151 Personal and Public Speech	Recommended Preparation: Qualification for Eng 100, Eng 160, or ESL 100			

<b>Third Semester Courses</b>				
Course	Pre-requisite	Semester	Grade	Comments
MKT 152 Principles of Sales Management	Prerequisite: Credit/Concurrent enrollment in MKT 150 Recommended Preparation: MKT 120			
MKT 135 Principles of Merchandise Management	Recommended Preparation: BUS 120			
ACC 201 Introduction to Financial Accounting	Credit/Concurrent Eng 22 or Qualification for Eng 100; Credit/Concurrent for Math 24 or higher			
BLAW 200 Legal Environment of Business				
AS/AH A.S. Arts & Humanities Elective	See KCC catalog for list of A.S. degree courses			

<b>Fourth Semester Courses</b>				
Course	Pre-requisite	Semester	Grade	Comments
MKT 160 Principles of Advertising	Recommended Preparation: BUS 120, MKT 120			
MGT 118 Principles of Supervision				
MKT 193V Cooperative Vocational Education	See KCC Business Counselor			
AS/SS A.S. Social Science Elective	See KCC catalog for list of A.S. degree courses			
AS/NS A.S. Natural Science Elective	See KCC catalog for list of A.S. degree courses			

**Please note: A grade of "C" or higher is required in all MKT and MGT courses in order to fulfill the requirements for the A.S. degree.**

MKT majors who are considering transferring into a four-year degree should consult with their **KCC counselor** about the specific applicability of KCC courses to their Bachelor degree program. Prospective students should know that not all courses offered in the MKT program at KCC are transferable to University of Hawaii Manoa.

**COUNSELOR ADVISING LOG**

Date	Time	Advisor	Comments

This advising sheet provides information about Kapi'olani Community College's programs. This advising sheet was prepared to provide information and does not constitute a contract. For further information contact the appropriate department.

Kapi'olani Community College is an equal opportunity employer and strives to promote educational equity in all of its programs and services. The college is committed to comply with all state and federal regulations. Inquiries regarding Kapi'olani's equal opportunity policy may be directed to the Personnel Office, phone 734-9575 (for employment matters); or to the Dean of Students Services, phone 734-9522 (for education and college services matters). Kapi'olani Community College, 4303 Diamond Head Road, Honolulu, Hawaii 96816.