

University of Hawai'i • Kapi'olani Community College

Business Education Department

**Marketing**

A.S. Degree Program Curriculum (60 credits) – Fall 2009 / Spring 2010

Business Advisor: Lori Sakaguchi

Telephone #: 734-9017

Email address: LLSakagu@hawaii.edu

<b>First Semester Courses</b>			
Course	Prerequisite and other information	Credits	Grade
MKT 120 Principles of Marketing	None	3	
BUS 120 Principles of Business	None	3	
MKT 130 Principles of Retailing	None	3	
MKT 150 Customer Relationship Management & Selling	None	3	
ENG 100 Composition I, or ESL 100 Expository Writing: A Guided Approach, or ENG 160 Business and Technical Writing, or ENG 209 Business and Managerial Writing, or ENG 225 Technical Writing	Prerequisite(s): ENG 22 with a grade of "C" or higher, or qualification for ENG 100 on the KCC placement instrument Prerequisite(s): Qualification for ESL 100 on the KCC placement instrument, or a grade of "C" or higher in ENG 22, or successful completion of ESOL 94, or instructor recommendation Prerequisite(s): A grade of "C" or higher in ENG 22 or qualification for ENG 100 on the KCC placement test Prerequisite(s): A grade of "C" or higher in ENG 100, ENG 160, or ESL 100 Prerequisite(s): A grade of "C" or higher in ENG 100, ENG 160, or ESL 100	3	

<b>Second Semester Courses</b>			
Course	Prerequisite and other information	Credits	Grade
MGT 118 Principles of Supervision	None	3	
Bus 100 Using Mathematics to Solve Business Problems, or Bus 250 Applied Math in Business, or MATH 103 Fundamentals of College Algebra, or MATH 115 Statistics, or higher level mathematics	Prerequisite(s): A grade of "A" in MATH 24, or a grade of "C" or higher in MATH 25, or a grade of "C" or higher in MATH 81, or tested placement at MATH 100 or higher level math; qualification for ENG 22 or ESOL 94 Prerequisite(s): Qualification for MATH 135 Recommended Preparation: Qualification for ENG 100 or ESL 100; ICS 100 or ICS 101 Prerequisite(s): A grade of "C" or higher in MATH 25 or a KCC Placement Test recommendation of MATH 103 Prerequisite(s): A grade of "C" or higher in MATH 25 or higher, or placement at MATH 100 or higher level mathematics course; qualification for ENG 22 or ESOL 94 or higher level English course	3	
MGT 124 Human Resource Management	None	3	
ICS 100 Computing Literacy and Applications, or ICS 101 Digital Tools for the Information World	None Recommended Preparation: Keyboarding experience; credit or qualification for ENG 100, ENG 160 or ESL 100; credit or qualification for MATH 103 or higher level mathematics	3	
MGT 122 Organizational Behavior	None	3	

<b>Third Semester Courses</b>			
Course	Prerequisite and other information	Credits	Grade
MKT 180 International Marketing	Recommended Preparation: BUS 120; MKT 120	3	
MKT 235 Principles of Merchandising Management	Prerequisite(s): A grade of "C" or higher in MKT 120; "C" or higher in MKT 130	3	
SP 151 Personal and Public Speech, or SP 181 Interpersonal Communication, or SP 251 Principles of Effective Public Speaking	Recommended Preparation: Qualification for ENG 100, ENG 160 or ESL 100 Recommended Preparation: Qualification for ENG 100, ENG 160, or ESL 100 Recommended Preparation: SP 151, SP 200, ENG 100, ENG 160, or ESL 100	3	
ACC 201 Introduction to Financial Accounting	Recommended Preparation: ICS 100 or ICS 101; qualification for MATH 24 or higher; ENG 22 or higher	3	
MKT 260 Integrated Marketing Communication	Prerequisite(s): A grade of "C" or higher in EBUS 101; a grade of "C" or higher in MKT 120; a grade of "C" or higher in MKT 160; a grade of "C" or higher in ENG 160, ENG 209, or ENG 225	3	

<b>Fourth Semester Courses</b>			
Course	Prerequisite and other information	Credits	Grade
AS / AH Associate in Science Arts & Humanities Elective (100 or higher)	See Advisor for recommendations if you plan to transfer to a University See list of possible courses on reverse side	3	
AS / NS Associate in Science Natural Science Elective (100 or higher)	See Advisor for recommendations if you plan to transfer to a University See list of possible courses on reverse side	3	
ECON 120 Introduction to Economics, or ECON 130 Principles of Economics, (Microeconomics) or ECON 131 (Macroeconomics)	Prerequisite(s): Qualification for MATH 24; qualification for ENG 100 Prerequisite(s): MATH 25; qualification for ENG 100 Prerequisite(s): ECON 130; MATH 25; qualification for ENG 100	3	
eBUS 101 Teamwork Fundamentals	Recommended Preparation: Credit or concurrent enrollment in ENG 22 or qualification for ENG 100 or equivalent course; qualification for MATH 24 or higher level math course; ICS 100 or ICS 101 or equivalent	3	
MKT 293 Marketing Internship	Prerequisite(s): A grade of "C" or higher in MKT 130; a grade of "C" or higher in MKT 150; a grade of "C" or higher in MKT 180; credit or concurrent enrollment in MKT 235 or consent of program coordinator or instructor; credit or concurrent enrollment in MKT 260 or consent of the program coordinator or instructor	3	

**Please note: To fulfill the requirements for the A.S. degree, a grade of "C" or higher is required in all applicable Marketing program courses.** The issuance of an A.S degree requires that the student must earn a G.P.R. of 2.0 or higher for all courses applicable toward the degree. Marketing students who are considering transferring to a University should consult with their Business Advisor about the specific applicability of KCC courses to their Bachelor degree program. Not all courses offered in the Marketing program at KCC are transferable to the University of Hawaii at Manoa.

## A.S. in Marketing COURSE PLANNING

General Education Courses & Business Courses		Management/Marketing Courses	
ENG 100, ESL 100, ENG 160, ENG 209, or ENG 225	BUS 120	MGT 118	MKT 150
BUS 100, BUS 250, MATH 103, or MATH 115 or higher level	ICS 100 or ICS 101	MGT 122	MKT 180
ECON 120, ECON 130, or ECON 131	eBUS 101	MGT 124	MKT 235
AS / Arts & Humanities	ACC 201	MKT 120	MKT 260
AS / Natural Science	SP 151, SP 181, or SP 251	MKT 130	MKT 293

FALL/SPR/SUM	CR	GR		FALL/SPR/SUM	CR	GR		FALL/SPR/SUM	CR	GR
<b>Semester GPA:</b>				<b>Semester GPA:</b>				<b>Semester GPA:</b>		
<b>Cumulative GPA:</b>				<b>Cumulative GPA:</b>				<b>Cumulative GPA:</b>		
FALL/SPR/SUM	CR	GR		FALL/SPR/SUM	CR	GR		FALL/SPR/SUM	CR	GR
<b>Semester GPA:</b>				<b>Semester GPA:</b>				<b>Semester GPA:</b>		
<b>Cumulative GPA:</b>				<b>Cumulative GPA:</b>				<b>Cumulative GPA:</b>		

**ARTS & HUMANITIES courses for KCC A.S. degree**

AMST 201, 202; ART 101, 189; ASAN 100; DNCE 150; EALL 261, 262, 271, 272; ENG 214, 250, 251,252, 253, 254, 255, 256, 257 (any alpha), 270 (any alpha), 271 (any alpha), 272 (any alpha), 273 (any alpha); HAW 261, 262; HIST 151, 152, 231, 232, 241, 242, 252, 281, 282, 284, 288; HUM 269; HWST 100, 107; LING 102; MUS 106, 107, 108, 170, 229, 230; PACS 108, 257, 273; PHIL 100, 101, 102, 211, 213, 250; REL 150, 151, 202; SP 251; THEA 101

**NATURAL SCIENCE courses for KCC A.S. degree**

ASTR 110, 280; BIOC 244; BIOL 101, 103, 120, 130, 171, 172; BOT 101, 130; CHEM 100, 151, 161, 162; FSHE 185; GEOG 101; GG 103; ICS 100, 111; MICR 130, 135, 140; OCN 201; PHYL 160; PHYS 100, 122, 151; SCI 124; ZOOL 141, 142, 200

An Equal Opportunity/Affirmative Action Institution.

This information is available in alternate formats upon request. For disability accommodations, advance notice of 10 working days is requested. Contact Lori Sakaguchi at (808) 734-9017 or LLSakagu@hawaii.edu

## Marketing Certificates

### Certificate of Competence in Entrepreneurship (9 credits)

Course	Prerequisite and other information	Credits	Grade	Comments
ENT 125 (ENT 120) Starting a Business	None	3		
ENT 130 Marketing for the Small Business	None	3		
ENT 150 Basic Accounting and Finance for Entrepreneurs	Recommended Preparation: Qualification for Math 24 or higher	3		
Total Credits		9		

### Certificate of Competence in Management (9 credits)

Course	Prerequisite and other information	Credits	Grade	Comments
MGT 118 Principles of Supervision	None	3		
MGT 122 Organizational Behavior	None	3		
MGT 124 Human Resource Management	None	3		
Total Credits		9		

### Certificate of Competence in Retailing (9 credits)

Course	Prerequisite and other information	Credits	Grade	Comments
MKT 120 Principles of Marketing Course	None	3		
MKT 130 Principles of Retailing	None	3		
MKT 150 Customer Relationship Management & Selling	None	3		
Total Credits		9		

### Certificate of Completion in Customer Service (15 credits)

Course	Prerequisite and other information	Credits	Grade	Comments
MKT 120 Principles of Marketing	None	3		
MKT 130 Principles of Retailing	None	3		
MKT 150 Customer Relationship Management & Selling	None	3		
MGT 118 Principles of Supervision	None	3		
MGT 122 Organizational Behavior	None	3		
Total Credits		15		

**Please note: A grade of "C" or higher is required in all Management and Marketing courses in order to fulfill the requirements for certificates. Student must earn a Grade Point Ratio (GPR) of 2.0 or higher for all courses applicable towards certificates.** Students are encouraged to complete and apply for these certificates. These courses can be used towards fulfilling requirements for the Associate in Science Marketing degree.

## Marketing Certificates

<b>Certificate of Achievement – Marketing (Expected Name Change to Retail Management for Spring 2010)</b> (33 credits)				
Course	Prerequisite and other information	Credits	Grade	Comments
ENG 100 Composition I, or  ESL 100 Expository Writing: A Guided Approach, or  ENG 160 Business and Technical Writing, or ENG 209 Business and Managerial Writing, or ENG 225 Technical Writing	Prerequisite(s): ENG 22 with a grade of “C” or higher, or qualification for ENG 100 on the KCC placement instrument Prerequisite(s): Qualification for ESL 100 on the KCC placement instrument, or a grade of “C” or higher in ENG 22, or successful completion of ESOL 94, or instructor recommendation Prerequisite(s): A grade of “C” or higher in ENG 22 or qualification for ENG 100 on the KCC placement test Prerequisite(s): A grade of “C” or higher in ENG 100, ENG 160, or ESL 100 Prerequisite(s): A grade of “C” or higher in ENG 100, ENG 160, or ESL 100	3		
Bus 100 Business Math, Or  Bus 250 Applied Math in Business, Or  MATH 103 Fundamentals of College Algebra, or  MATH 115 Statistics, or  higher level mathematics	Prerequisite(s): A grade of “A” in MATH 24, or a grade of “C” or higher in MATH 25, or a grade of “C” or higher in MATH 81, or tested placement at MATH 100 or higher level math; qualification for ENG 22 or ESOL 94 Prerequisite(s): Qualification for MATH 135 Recommended Preparation: Qualification for ENG 100 or ESL 100; ICS 100 or ICS 101 Prerequisite(s): A grade of “C” or higher in MATH 25 or a KCC Placement Test recommendation of MATH 103 Prerequisite(s): A grade of “C” or higher in MATH 25 or higher, or placement at MATH 100 or higher level mathematics course; qualification for ENG 22 or ESOL 94 or higher level English course	3		
SP 151 Personal and Public Speech, or  SP 181 Interpersonal Communication, or  SP 251 Principles of Effective Public Speaking	Recommended Preparation: Qualification for ENG 100, ENG 160 or ESL 100 Recommended Preparation: Qualification for ENG 100, ENG 160, or ESL 100 Recommended Preparation: SP 151, SP 200, ENG 100, ENG 160 or ESL 100	3		
MGT 118 Principles of Supervision	None	3		
MGT 122 Organizational Behavior	None	3		
MGT 124 Human Resource Management	None	3		
ACC 201 Introduction to Financial Accounting	Recommended Preparation: ICS 100 or ICS 101; qualification for MATH 24 or higher; ENG 22 or higher	3		
ICS 100 Computing Literacy and Applications, or ICS 101 Digital Tools for the Information World	None Recommended Preparation: Keyboarding experience; credit or qualification for ENG 100, ENG 160 or ESL 100; credit or qualification for MATH 103 or higher level mathematics	3		
MKT 120 Principles of Marketing	None	3		
MKT 130 Principles of Retailing	None	3		
MKT 150 Customer Relationship Management & Selling	None	3		
Total Credits		33		

**Please note: A grade of “C” or higher is required in all Management and Marketing courses in order to fulfill the requirements for certificates. Student must earn a Grade Point Ratio (GPR) of 2.0 or higher for all courses applicable towards certificates.** Students are encouraged to complete and apply for these certificates. These courses can be used towards fulfilling requirements for the Associate in Science Marketing degree.