

University of Hawai'i • Kapi'olani Community College

Business Education Department

Marketing

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Certificate of Achievement – Marketing (33 credits) (Expected Name Change for Spring 2010 to Certificate of Achievement—Retail Management)				
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		

The issuance of a Certificate of Achievement requires that the student must earn a grade point ratio (GPR) of 2.0 or higher for all courses required in the certificate.

Please note: To fulfill the requirements for the certificate, a grade of “C” or higher is required in all management and marketing courses.