

University of Hawai'i • Kapi`olani Community College • **Business, Legal and Technology (BLT) Education Department**

**Marketing (MKT) AS Degree Program Curriculum (60 credits)—Fall 2015/Spring 2016**

Advisors: Students with last names "A-L" contact Lori Sakaguchi at [LLsakagu@hawaii.edu](mailto:LLsakagu@hawaii.edu) or 734-9017

Students with last names "M-Z" contact Cynthia N. Kimura at [ckimura@hawaii.edu](mailto:ckimura@hawaii.edu) or 734-9107

This is a suggested, not required, sequence of courses. Register for as many classes as qualified for, desired, and interested in. Use STAR Graduation Pathway.

First Semester Courses	Prerequisite and other information	**Applies to UHWO bachelor degree
MKT 120 Principles of Marketing	Recommended Preparation: BUS 120	Yes
MKT 130 Principles of Retailing	None	Yes
MKT 150 Principles of Customer Service & Selling	None	Yes
BUS 120 Principles of Business	None	Yes
ENG 100 Composition I, <b>or</b>  ESL 100 Composition I, <b>or</b>  ENG 209 Business and Managerial Writing, <b>or</b> ENG 225 Technical Writing	Prerequisite(s): ENG 22 with a grade of "C" or better, or qualification for ENG 100 on the KCC placement test  Prerequisite(s): Qualification for ESL 100 on the placement test, or a grade of "C" or better in ENG 22, or successful completion of ESOL 94, or instructor recommendation  Prerequisite(s): A grade of "C" or better in ENG 100 or ESL 100 Prerequisite(s): A grade of "C" or better in ENG 100 or ESL 100	ENG 100 or ESL 100 or ENG 209
Second Semester Courses	Prerequisite and other information	
MGT 118 Principles of Supervision	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	Yes
MGT 122 Organizational Behavior	Recommended Preparation: ENG 100	Yes
MGT 124 Human Resource Management	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	Yes
ICS 100 Computing Literacy and Applications <b>or</b> ICS 101 Digital Tools for the Information World	None Recommended Preparation: Keyboarding experience; credit or qualification for ENG 100 or ESL 100; credit or qualification for MATH 103 or higher level mathematics	Yes
BUS 250 Applied Mathematics in Business, <b>or</b>  MATH 103 Fundamentals of College Algebra, <b>or</b> MATH 115 Statistics, <b>or</b> higher level mathematics	Prerequisite(s): A grade of "C" or higher in MATH 103 or qualification for MATH 135 Recommended Preparation: ICS 100 or ICS 101; qualification for ENG 100 or ESL 100 Prerequisite(s): A grade of "C" or better in MATH 25 or placement test recommendation of MATH 103 Prerequisite(s): A grade of "C" or better 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	BUS 250 or MATH 103 or higher level
Third Semester Courses	Prerequisite and other information	
MKT 180 International Marketing (offered <i>fall</i> semester)	Recommended Preparation: BUS 120; MKT 120	Yes
ACC 201 Introduction to Financial Accounting	Recommended Preparation: ICS 100 or ICS 101; qualification for MATH 24 or higher; ENG 22 or higher	Yes
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	Yes
ECON 120 Introduction to Economics, <b>or</b> ECON 130 Principles of Economics (Microeconomics), <b>or</b> ECON 131 Principles of Economics (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	ECON 130 or ECON 131
SP 151 Personal and Public Speech, <b>or</b> SP 181 Interpersonal Communication, <b>or</b> SP 251 Principles of Effective Public Speaking	Recommended Preparation: Qualification for ENG 100 or ESL 100 Recommended Preparation: Qualification for ENG 100 or ESL 100 Recommended Preparation: SP 151, SP 200, ENG 100 or ESL 100	SP 151 or SP 251
Fourth Semester Courses	Prerequisite and other information	
MKT 235 Principles of Merchandising Management (offered <i>spring</i> semester)	Prerequisite(s): A grade of "C" or better in MKT 120; "C" or better in MKT 130	Yes
MKT 260 Integrated Marketing Communication (offered <i>spring</i> semester)	Prerequisite(s): A grade of "C" or better in MKT 120; a grade of "C" or better in MKT 150 or concurrent with consent of instructor	Yes
MKT 293 Marketing Internship (generally offered spring semester)	Prerequisite(s): A grade of "C" or better in MKT 130; a grade of "C" or better in MKT 150; a grade of "C" or better in MKT 180; credit or concurrent enrollment in MKT 235; credit or concurrent enrollment in MKT 260; or consent of instructor or program coordinator	Yes
AS/AH Arts & Humanities requirement (one course)	See next page for AS/AH Arts & Humanities course options or catalog See advisor if transferring to a university (* <i>recommend: HWST 107 or other HAP focus DH, DL courses</i> )	*Yes
AS/NS Natural Science requirement (one course)	See next page for AS/NS Natural Science course options or catalog See advisor if transferring to a university (* <i>recommend: natural science with lab</i> )	*Yes

\*\*Articulation agreement effective fall 2010

Advising sheets are subject to human error. To view Marketing Program Learning Outcomes see course syllabus.

## AS in Marketing—Course Planning

General Education Courses	Business Courses	Management/Marketing Courses	
ENG 100, ESL 100, ENG 209, <b>or</b> ENG 225	BUS 120	MGT 118	MKT 150
BUS 250, MATH 103, MATH 115, <b>or</b> higher level mathematics	ICS 100 <b>or</b> ICS 101	MGT 122	MKT 180
ECON 120, ECON 130, <b>or</b> ECON 131 <i>recommend: ECON 130)</i>	eBUS 101	MGT 124	MKT 235
AS/NS Natural Science (one course) <i>(not ICS 100)</i>	ACC 201	MKT 120	MKT 260
AS/AH Arts & Humanities (one course) <i>(recommend: HWST 107 or other HAP focus DH, DL course)</i>	SP 151, SP 181, <b>or</b> SP 251	MKT 130	MKT 293

### 15-16 catalog information

**AS/AH ARTS & HUMANITIES course options: (\*can be used as AH or SS but not both)**

**AMST** 201, 202; **ART** 101, 189; **ASAN** \*100; 201, 202; **DNCE** 150; **EALL** 261, 262, 271, 272; **ENG** 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 (recommended if transferring to UHWO); **IS** 109, 161; **LING** 102; **MUS** 106, 107, 108, 170, 229, 230; **PACS** \*108, 257; **PHIL** 100, 101, 102, 103, 211, 213, 250; **REL** 150, 151, 202; **SP** 251; **THEA** 101

**AS/NS NATURAL SCIENCE course options: (\*\*ICS 100/111 does not meet the UH West Oahu natural science requirement)**

**ASTR** 110, 280; **BIOC** 244; **BIOL** 101, 124, 130, 171, 172; **BOT** 101, 130, 201; **CHEM** 100, 161, 162; **FSHE** 185; **GEOG** 101; **GG** 103; **\*\*ICS** 100, 111; **ME** 213; **MICR** 130, 140; **OCN** 201; **PHYL** 160; **PHYS** 100, 122, 151; **ZOOL** 141, 142, 200

**Please note: To fulfill the requirements for the AS degree, a grade of “C” or better is required in all applicable Marketing (MKT) courses. The issuance of an AS degree requires that the student must earn a grade point average (GPA) 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 advisor about the specific applicability of Kapi`olani CC courses to their bachelor degree program. The AS marketing program articulates to University of Hawai`i-West Oahu toward the Bachelor of Arts in Business Administration, Marketing degree.

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This information is available in alternate formats upon request; advance notice of 10 working days is requested  
Contact Cynthia N. Kimura at [ckimura@hawaii.edu](mailto:ckimura@hawaii.edu) or 808.734.9107

**Marketing Certificates—Fall 2015/Spring 2016**

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Students are encouraged to complete and apply for certificates. These courses apply to the Associate in Science Marketing degree requirements **except Entrepreneurship (ENT) courses.**

<b>Certificate of Competence in Entrepreneurship (9 credits)</b> (ENT courses <b>do not</b> apply to the AS in Marketing degree)		
<b>Course</b>	<b>Prerequisite and other information</b>	<b>Credits</b>
ENT 125 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 level mathematics	3
		Total Credits
		9

**Please note: To fulfill the requirements for the certificate, a grade of "C" or better is required in all applicable Entrepreneurship (ENT) courses.**

<b>Certificate of Competence in Management (9 credits)</b>		
<b>Course</b>	<b>Prerequisite and other information</b>	<b>Credits</b>
MGT 118 Principles of Supervision	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	3
MGT 122 Organizational Behavior	Recommended Preparation: ENG 100	3
MGT 124 Human Resource Management	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	3
		Total Credits
		9

**Please note: To fulfill the requirements for the certificate, a grade of “C” or better is required in all applicable Management (MGT) courses.**

<b>Certificate of Competence in Retailing (9 credits)</b>		
<b>Course</b>	<b>Prerequisite and other information</b>	<b>Credits</b>
MKT 120 Principles of Marketing	Recommended Preparation: BUS 120	3
MKT 130 Principles of Retailing	None	3
MKT 150 Principles of Customer Service & Selling	None	3
		Total Credits
		9

**Please note: To fulfill the requirements for the certificate, a grade of “C” or better is required in all applicable Marketing (MKT) courses.**

<b>Certificate of Competence in Customer Service (15 credits)</b>		
<b>Course</b>	<b>Prerequisite and other information</b>	<b>Credits</b>
MKT 120 Principles of Marketing	Recommended Preparation: BUS 120	3
MKT 130 Principles of Retailing	None	3
MKT 150 Principles of Customer Service & Selling	None	3
MGT 118 Principles of Supervision	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	3
MGT 122 Organizational Behavior	Recommended Preparation: ENG 100	3
		Total Credits
		15

**Please note: To fulfill the requirements for the certificate, a grade of “C” or better is required in all applicable Management (MGT) and Marketing (MKT) courses.**

Advising sheets are subject to human error. To view Marketing Program Learning Outcomes see course syllabus.

### Certificate of Achievement–Retail Management (33 credits)

Course	Prerequisite and other information	Credits
ENG 100 Composition I, <b>or</b> ESL 100 Composition I, <b>or</b> ENG 209 Business and Managerial Writing, <b>or</b> ENG 225 Technical Writing	Prerequisite(s): ENG 22 with a grade of “C” or better, or qualification for ENG 100 on the KCC placement test Prerequisite(s): Qualification for ESL 100 on the KCC placement test, or a grade of “C” or better in ENG 22, or successful completion of ESOL 94, or instructor recommendation Prerequisite(s): A grade of “C” or better in ENG 100 or ESL 100 Prerequisite(s): A grade of “C” or better in ENG 100 or ESL 100	3
BUS 250 Applied Mathematics in Business, <b>or</b>  MATH 103 Fundamentals of College Algebra, <b>or</b>  MATH 115 Statistics, <b>or</b> higher level mathematics	Prerequisite(s): A grade of “C” or higher in MATH 103 or qualification for MATH 135 Recommended preparation: ICS 100 or ICS 101; qualification for ENG 100 or ESL 100 Prerequisite(s): A grade of “C” or better in MATH 25 or a KCC placement test recommendation of MATH 103 Prerequisite(s): A grade of “C” or better 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, <b>or</b> SP 181 Interpersonal Communication, <b>or</b> SP 251 Principles of Effective Public Speaking	Recommended Preparation: Qualification for ENG 100 or ESL 100 Recommended Preparation: Qualification for ENG 100 or ESL 100 Recommended Preparation: SP 151, SP 200, ENG 100 or ESL 100	3
MGT 118 Principles of Supervision	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	3
MGT 122 Organizational Behavior	Recommended Preparation: ENG 100	3
MGT 124 Human Resource Management	Recommended Preparation: ENG 100; MATH 24; ICS 100 or Microsoft: Word, Excel, PowerPoint	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 <b>or</b> ICS 101 Digital Tools for the Information World	None Recommended Preparation: Keyboarding experience; credit or qualification for ENG 100 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 Principles of Customer Service & Selling	None	3
Total Credits		33

**Please note: A grade of “C” or better is required in all Marketing (MKT) and Management (MGT) courses in order to fulfill the requirements for the certificate. Student must earn a grade point average (GPA) of 2.0 or higher for all courses applicable to the certificate.**

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