

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

Marketing (MKT) AS Degree Program Curriculum (60 credits)—Fall 2010/Spring 2011

Advisors: Students with last names "A-K" contact Lori Sakaguchi at LLsakagu@hawaii.edu or 734-9017

Students with last names "L-Z" contact Cynthia Kimura at ckimura@hawaii.edu or 734-9107

First Semester Courses	Prerequisite and other information	Applies toward Bachelors	
		UHM	UHWO
MKT 120 Principles of Marketing	Recommended Preparation: BUS 120	No	Yes
BUS 120 Principles of Business	None	No	Yes
MKT 130 Principles of Retailing	None	No	Yes
MKT 150 Customer Relationship Management & Selling	None	No	Yes
ENG 100 Composition I, ESL 100 Composition I, ENG 160 Business and Technical Writing, ENG 209 Business and Managerial Writing, or 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 22 or qualification for ENG 100 on the KCC placement test Prerequisite(s): A grade of "C" or better in ENG 100, ENG 160, or ESL 100 Prerequisite(s): A grade of "C" or better in ENG 100, ENG 160, or ESL 100	ENG 100, ESL 100, or ENG 209	ENG 100 or ESL 100
Second Semester Courses	Prerequisite and other information		
MGT 118 Principles of Supervision	None	No	Yes
MGT 122 Organizational Behavior	None	No	Yes
MGT 124 Human Resource Management	None	No	Yes
BUS 100 Using Mathematics to Solve Business Problems, BUS 250 Applied Math in Business, 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 better in MATH 25, or a grade of "C" or better in MATH 81, or tested placement at MATH 100 or higher level math; qualification for ENG 22 or ESOL 94 Prerequisite(s): A grade of "C" or better in MATH 103, or a grade of "C" or better in MATH 27, or 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 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	BUS 250	BUS 250 or MATH 103
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	ICS 101	Yes
Third Semester Courses	Prerequisite and other information		
MKT 180 International Marketing	Recommended Preparation: BUS 120; MKT 120	No	Yes
MKT 235 Principles of Merchandising Management	Prerequisite(s): A grade of "C" or better in MKT 120; "C" or better in MKT 130	No	Yes
SP 151 Personal and Public Speech, 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	Yes	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	Yes
MKT 260 Integrated Marketing Communication	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	No	Yes
Fourth Semester Courses	Prerequisite and other information		
AS/AH Arts & Humanities requirement	See next page for AS/AH Arts & Humanities course options or catalog See advisor if you plan to transfer to a university (*recommend: HWST 107 or other HAP focus DH, DL courses)	*Yes	*Yes
AS/NS Natural Science requirement	See next page for AS/NS Natural Science course options or catalog See advisor if you plan to transfer to a university (*recommend: natural science with lab)	*Yes	*Yes
ECON 120 Introduction to Economics, 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	ECON 130 or ECON 131	ECON 130 or ECON 131
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	No	Yes
MKT 293 Marketing Internship	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 or consent of instructor or program coordinator; credit or concurrent enrollment in MKT 260 or consent of instructor or program coordinator	No	Yes

AS 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 mathematics	ICS 100 or ICS 101	MGT 122	MKT 180
ECON 120, ECON 130, or ECON 131	eBUS 101	MGT 124	MKT 235
AS/NS Natural Science	ACC 201	MKT 120	MKT 260
AS/AH Arts & Humanities	SP 151, SP 181, or SP 251	MKT 130	MKT 293

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

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; IS 109; 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

AS/NS NATURAL SCIENCE course options:

ASTR 110, 280; BIOC 244; BIOL 101, 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

Please note: To fulfill the requirements for the AS degree, a grade of “C” or better is required in all applicable Marketing program courses. The issuance of an AS degree requires that the student must earn a GPR 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 KCC courses to their bachelor degree program. Not all courses offered in the Marketing program at KCC are transferable to the University of Hawai'i at Manoa

Marketing Certificates—Fall 2010/Spring 2011

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Certificate of Competence in Entrepreneurship (9 credits)		
Course	Prerequisite and other information	Credits
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 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 courses.

Certificate of Competence in Management (9 credits)		
Course	Prerequisite and other information	Credits
MGT 118 Principles of Supervision	None	3
MGT 122 Organizational Behavior	None	3
MGT 124 Human Resource Management	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 Management courses.

Certificate of Competence in Retailing (9 credits)		
Course	Prerequisite and other information	Credits
MKT 120 Principles of Marketing Course	Recommended Preparation: BUS 120	3
MKT 130 Principles of Retailing	None	3
MKT 150 Customer Relationship Management & 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 program courses.

Certificate of Completion in Customer Service (15 credits)		
Course	Prerequisite and other information	Credits
MKT 120 Principles of Marketing	Recommended Preparation: BUS 120	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: To fulfill the requirements for the certificate, a grade of "C" or better is required in all applicable Management and Marketing courses.

Certificate of Achievement–Marketing (Retail Management effective Spring 2010) (33 credits)

Course	Prerequisite and other information	Credits
ENG 100 Composition I, ESL 100 Composition I, ENG 160 Business and Technical Writing, ENG 209 Business and Managerial Writing, or 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 22 or qualification for ENG 100 on the KCC placement test Prerequisite(s): A grade of “C” or better in ENG 100, ENG 160, or ESL 100 Prerequisite(s): A grade of “C” or better in ENG 100, ENG 160, or ESL 100	3
BUS 100 Business Math, BUS 250 Applied Math in Business, 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 better in MATH 25, or a grade of “C” or better in MATH 81, or tested placement at MATH 100 or higher level math; qualification for ENG 22 or ESOL 94 Prerequisite(s): A grade of “C” or better in MATH 103, or a grade of “C” or better in MATH 27, or 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 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, 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 better is required in all Marketing and Management 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.

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 Cynthia Kimura at ckimura@hawaii.edu or (808) 734-9107