NAME _____ **SEMESTER/YEAR BEGAN MKT** _____

HAWAIʻI COMMUNITY COLLEGE, 2025-2026
Marketing (MKT)

Program Requirements (AAS Overall [60 credits, cumulative GPA 2.0 required from all courses])
(CA Overall [36 credits, cumulative GPA 2.0 required from all courses])

Course	Course Name	Semester, Year & Grade	CA Credits	AAS Credits
First Semester:				
* MKT 120	Principles of Marketing		3	3
* MGT 124	Human Resource Management		3	3
* ART 112	Introduction to Digital Arts		3	3
MATH	Choose one course from: **MATH** 103, 115, 135, 140, 241		---	3
ICS 101	Digital Tools for the Information World		---	3
Semester Total			**9**	**15**
Second Semester:				
* ART 115	Introduction to 2D Design		3	3
* BLAW 200	Legal Environment of Business		3	3
* ECON 130	Principles of Microeconomics		3	3
* HWST 201	ʻAi Noa: Hawaiʻi Culture II		3	3
ENG 100 **OR** ENG 100E	Composition I Composition I (ESL)		--- ---	3 (3)
Semester Total			**12**	**15**
Third Semester				
* CM 120	Introduction to Digital Video (formerly ART 209)		3	3
* ECON 131	Principles of Macroeconomics		3	3
* MKT 141	Artificial Intelligence and Business		3	3
ACC 201	Introduction to Financial Accounting		---	3
SP 130 **OR** SP 151	Business and Organization Communication Personal and Public Speech		--- ---	3 (3)
Semester Total			**9**	**15**
Fourth Semester				
* MKT 233	International & Technological Brand Integration		3	3
* MGT 121	Service Excellence		3	3
ACC 202	Introduction to Managerial Accounting		---	3
* BUS 120	Principles of Business		---	3
Natural Environment Elective: (1 COURSE REQUIRED – 3 cr.) **(See Electives On Next Page)**			---	3
Semester Total			**6**	**15**
Total Credits			**36**	**60**

GENERAL EDUCATION ELECTIVE			
Natural Environment Elective [1 COURSE REQUIRED, 3 cr.] **AG** 122, 141, 164, 175, 175L, 200, 250, 260, **ASTR** 110, 281, **BIOC** 141, **BIOL** 100, 100L, 101, 101L, 124, 124L, 156, 156L, 171, 171L, 172, 172L, **BOT** 101, 101L, 105, 105L, 130, 130L, **CHEM** 100, 100L, 151, 151L, 161, 161L, 162, 162L, **ERTH** 101, 101L, **GEO** 101, 101L, 170, 170L, 270, **MICR** 130, 140L, **OCN** 201, 205, **PHRM** 203, **PHYL** 141, 141L, 142, 142L, **PHYS** 100, 100L, 105, **ZOOL** 101, 101L, 200, 200L		---	---

Courses completed that do not apply to major

Course	Sem., Yr. & Grade	Course	Sem., Yr. & Grade

* No grade below "C" will be counted toward graduation.

Big Island high school students may be eligible to receive free credit by articulation if they have taken the associated course(s) in high school. Please check with your high school teacher or counselor or Hawai'i CC counselor or Marketing advisor.