

NAME \_\_\_\_\_

SEMESTER/YEAR BEGAN MKT \_\_\_\_\_

# HAWAI'I COMMUNITY COLLEGE, 2019-2020

## Marketing (MKT)

**Program Requirements** (AAS Overall [60 credits, cumulative GPA 2.0 required from all courses])  
 (CA Overall [27 credits, cumulative GPA 2.0 required from all courses])  
 (CO Business Essentials [12 credits, cumulative GPA 2.0 required from all courses])  
 (CO Business Foundations [6 credits, cumulative GPA 2.0 required from all courses])  
 (CO Entrepreneurship [18 credits, cumulative GPA 2.0 required from all courses])  
 (CO Retail Foundations [9 credits, cumulative GPA 2.0 required from all courses])

Course	Course Name	Semester, Year & Grade	CO BE Cr.	CO BF Cr.	CO E Cr.	CO RF Cr.	CA Cr.	AAS Cr.
<b>First Semester:</b>								
* MKT 120	Principles of Marketing		---	---	3	---	3	3
BUSN 121 <b>OR</b> BUSN 123	Introduction to Word Processing  Word Processing for Business		---	---	---	---	3 (3)	3 (3)
BUSN 150 <b>OR</b> ICS 101	Introduction to Business Computing  Digital Tools for the Information World		3	---	3	---	---	3 (3)
SP 130 <b>OR</b> SP 151	Business and Organization Comm.  Personal and Public Speech		3	---	---	---	---	3 (3)
<b>Cultural Environment Elective</b> (1 COURSE REQUIRED – 3 cr.) (See Electives Page Two)			---	---	---	---		3
<b>Semester Total</b>			<b>6</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>15</b>
<b>Second Semester:</b>								
* MKT 130	Principles of Retailing		---	---	---	3	3	3
* MKT 185	Principles of E-Marketing		---	---	---	---	3	3
BUSN 164	Career Success (fulfills Social Envir. Elective)		---	3	---	3	3	3
ENG 100	Composition I		3	---	---	---	---	3
<b>Business Elective: Choose 1 (one) course from the following:</b> <b>BUSN 170</b> Records & Information Management; <b>ENT 125</b> Starting a Business; <b>MKT 292</b> Integrated Marketing Projects (if not taken as required course)			---	---	3	---	---	3
<b>Semester Total</b>			<b>3</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>15</b>
<b>Third Semester</b>								
* MKT 151	Principles of Customer Service		---	3	---	---	3	3
* MKT 157	Principles of Web Design I		---	---	---	---	3	3
BUS 120	Principles of Business		---	---	---	---	---	3
** BUSN 188	Business Calculations		3	---	3	---	---	3
* MGT 124	Human Resource Management		---	---	3	3	---	3
<b>Semester Total</b>			<b>3</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>15</b>

Fourth Semester		Semester, Year & Grade	CO BE Cr.	CO BF Cr.	CO E Cr.	CO RF Cr.	CA Cr.	AAS Cr.	
* MKT 193V <b>OR</b> * MKT 292	Cooperative Vocational Education Integrated Marketing Projects		---	---	---	---	3 (3)	3 (3)	
ECOM 100	Introduction to E-Commerce		---	---	---	---	3	3	
* MKT 121	Marketing Topics		---	---	---	---	---	3	
ACC 120 <b>OR</b> ACC 124 <b>OR</b> ACC 201	College Accounting I Principles of Accounting I Introduction to Financial Accounting		---	---	3	---	---	3 (3) (3)	
<b>Natural Environment Elective:</b> (1 COURSE REQUIRED – 3 cr.) (See Electives Below)			---	---	---	---	---	3	
<b>Semester Total</b>			<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>15</b>	
<b>Total Credits</b>			<b>12</b>	<b>6</b>	<b>18</b>	<b>9</b>	<b>27</b>	<b>60</b>	
<b>GENERAL EDUCATION ELECTIVES</b>									
<b>Cultural Environment Elective</b> [1 COURSE REQUIRED – 3 cr.] ART 101, 105B, 105C, 107D, 108, 111, 112, 113, 114, 115, 120, 123, 125, 126, 159, 202, 209, 211, 212, 214, 217, 223, 225, 227, 230, 243, 244, 246, 248, 249, 257, 269C, 294, 295, 296, <b>ASAN</b> 120†, 121†, 122†, <b>DNCE</b> 153, 185, 190V, 256† (see ECED 256), 285, 290V, <b>ECED</b> 256† (see DNCE 256), <b>ENG</b> 103, 105, 204, 205† (see JOUR 205), 215, 255, 256, 257A, 257E, <b>HAW</b> 101, 102, 201, 202, <b>HIST</b> 120, 151, 152, 153, 154, 241, 242, 274, 284, 288, <b>HUM</b> 100, 160† (see SSCI 160), 275† (see PSY 275), <b>HWST</b> 100, 101, 102, 103, 105, 106, 107, 130, 131, 140, 141, 150, 151, 160, 161, 201†, 204, 206, 219, 230, 231, 240, 241, 250, 251, 260, 261, 270, <b>JOUR</b> 205† (see ENG 205), <b>JPNS</b> 101, 102, 121, 122, <b>LING</b> 102, 121† (see ANTH 121), 235† (see ANTH 235), <b>MUS</b> 102, <b>PHIL</b> 100, 101, 102, 120, 211, 213, 255, <b>PSY</b> 275, <b>REL</b> 150, 151, 152, 153, <b>SP</b> 231, 233, 251†									---
<b>Natural Environment Elective</b> [1 COURSE REQUIRED, 3 cr.] AG 122, 141, 175, 175L, 200, 250, <b>ASTR</b> 110, 281, <b>BIOC</b> 141, <b>BIOL</b> 100, 100L, 101, 101L, 124, 124L, 156, 156L, 171, 171L, 172, 172L, <b>BOT</b> 101, 101L, 105, 105L, 130, 130L, <b>CHEM</b> 100, 100L, 151, 151L, 161, 161L, 162, 162L, <b>GEOG</b> 101, 101L, 170, 170L, 180, 180L, <b>GG</b> 101, 101L, <b>MICR</b> 130, 140L, <b>OCN</b> 201, 205, <b>PHRM</b> 203, <b>PHYL</b> 141, 141L, 142, 142L, <b>PHYS</b> 100, 100L, 105, <b>ZOOL</b> 101, 101L									---

### 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.

\*\* Meets the competency requirement in mathematics or communications.

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.

For more information on Gainful Employment on all of our programs, please go to the following link:  
<http://www.hawaii.hawaii.edu/gainful-employment/>