

NAME _____

SEMESTER/YEAR BEGAN MKT _____

HAWAI'I COMMUNITY COLLEGE, 2016-2017

Marketing (MKT)

Program Requirements (AAS Overall [62 credits, cumulative GPA 2.0 required from all courses])
 (CA Overall [29 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.
First Semester:								
MKT 120	Principles of Marketing		---	---	3	---	3	3
BUSN 121 OR BUSN 123	Introduction to Word Processing Word Processing for Business		---	---	---	---	3 (3)	3 (3)
BUSN 150 OR ICS 101	Introduction to Business Computing Digital Tools for the Information World		3	---	3	---	---	3 (4)
SPCO 130 OR SPCO 151	Business and Organization Comm. Introduction to Speech and Comm.		3	---	---	---	---	3 (3)
Cultural Environment Elective (1 COURSE REQUIRED – 3 cr.) (See Electives Page Two)			---	---	---	---		3
Semester Total			6	0	6	0	6	15
Second Semester:								
MKT 130	Principles of Retailing		---	---	---	3	3	3
MKT 185	Principles of E-Marketing		---	---	---	---	3	3
BUSN 89	Electronic Calculating		---	---	---	---	1	1
BUSN 164	Career Success (fulfills Social Envir. Elective)		---	3	---	3	3	3
ENG 100	Composition I		3	---	---	---	---	3
Business Elective: Choose 1 (one) course from the following: BUSN 170 Records & Information Management; ENT 120 Starting a Small Business;* MKT 292 Integrated Marketing Projects (if not taken as required course)			---	---	3	---	---	3
Semester Total			3	3	3	6	10	16
Third Semester								
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 189**	Business Mathematics		3	---	3	---	---	3
MGT 124	Principles of Supervision		---	---	3	3	---	3
Semester Total			3	3	6	3	6	15
Fourth Semester								

MKT 193V OR MKT 292	Cooperative Vocational Education Integrated Marketing Projects		---	---	---	---	3 (3)	3 (3)
BUSN 166	Professional Employment Preparation		---	---	---	---	1	1
ECOM 100	Introduction to E-Commerce		---	---	---	---	3	3
MKT 121	Marketing Topics		---	---	---	---	---	3
ACC 120 OR ACC 124 OR ACC 201	College Accounting I Principles of Accounting I Introduction to Financial Accounting		---	---	3	---	---	3 (3) (3)
Natural Environment Elective: (1 COURSE REQUIRED – 3 cr.) (See Electives Below)			---	---	---	---	---	3
Semester Total			0	0	3	0	7	16
Total Credits			12	6	18	9	29	62
GENERAL EDUCATION ELECTIVES								
Cultural Environment Elective [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, ASAN 120, 121, 122, DNCE 153, 185, 190V, 256† (see ECED 256), 285, 290V, ECED 256† (see DNCE 256), ENG 103, 105, 204, 205† (see JOUR 205), 215, 255, 256, 257A, 257E, HAW 101, 102, 201, 202, HIST 120, 151, 152, 153, 154, 241, 242, 274, 281, 282, 284, 288, HUM 100, 160, 275† (see PSY 275), HWST 100, 101, 102, 103, 104, 105, 106, 107, 119, 130, 131, 140, 141, 150, 151, 160, 161, 201, 204, 206, 230, 231, 240, 241, 250, 251, 260, 261, JOUR 205† (see ENG 205), JPNS 101, 102, 121, 122, LING 102, 121, 235, MUS 102, PHIL 100, 101, 102, 120, 211, 213, 255, REL 150, 151, 152, 153, SPCO 231, 233, 251			---					---
Natural Environment Elective [1 COURSE REQUIRED, 3 cr.] AG 122, 141, 175, 175L, 200, 250, 260, ASTR 110, 281, BIOC 241, BIOL 100, 100L, 101, 101L, 141, 141L, 142, 142L, 156, 156L, 171, 171L, 172, 172L, BOT 101, 101L, 105, 105L, 130, 130L, CHEM 100, 100L, 151, 151L, 161, 161L, 162, 162L, GEOG 101, 101L, 122, 170, 170L, 180, 180L, GG 101, 101L, MICR 130, 130L, OCN 201, 205, PHRM 203, PHYS 100, 100L, 105, SCI 124, 124L, ZOOL 101, 101L			---					---

Courses completed that do not apply to major

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

**Meets 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 HawCC counselor or Marketing advisor.

For information on Gainful Employment on all of our programs, please view the [programs of study](#) web page.