



Johnson County Community College  
Transfer Program to Park University  
**A.A.S. in Marketing Management**  
**B.S. in Business Administration**  
**(Marketing Concentration)**  
**2023-2024 Catalog**

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<https://www.park.edu/academics/explore-majors-programs/business-administration/>

The AAS in Marketing Management at JCCC transfers to Park University with the opportunity to take additional credit hours that transfer in to meet degree requirements. A maximum of 75 hours from all two-year schools can be applied toward a Park undergraduate degree with residency requirement of 30 hours at Park with 15 hours in the major core.

### **TRANSFER STUDENT ADMISSION REQUIREMENTS:**

- You must have a cumulative 2.0 GPA in all previous college study.
- You must submit all transcripts from prior college work completed.
- If you've earned less than 60 hours of college credit, must also submit an official high school transcript or GED.

Apply online at <https://www.park.edu/apply/>

### **APPLICATION CHECKLIST:**

1. Know if you plan to study online or at a campus center (see [Park campus centers](#))
2. Know which session and year you wish to start
3. Information for all previous colleges and institutions attended
4. Credit card to submit application fee

**It is the STUDENT'S RESPONSIBILITY to check for updates to all transfer information. This transfer guide is provided as a service and is updated as needed. Degree requirements at the four-year colleges are subject to change by those institutions. To ensure you have the most accurate up to date information about the program, it is imperative you meet with an advisor at the transfer institution.**

## Courses Required for JCCC A.A.S in Marketing Management and Park B.S. in Business Administration (Marketing Concentration)

<https://catalog.jccc.edu/degrecertificates/marketingandmanagement/marketing-management-aas/>

| Park Requirement  | Hrs | JCCC Course Equivalents   | Hrs |
|---|-----|---|-----|
| AC 201 Principles of Financial Accounting   | 3   | ACCT 121 Accounting I   | 3   |
| MG 361 Business Law I   | 3   | BLAW 261 Business Law I*  | 3   |
| EC 141 Principles of Macroeconomics   | 3   | ECON 230 Principles of Macroeconomics<br><i>Choose as Social Science/Economics Elective to Fulfill Park Requirement</i>   | 3   |
| EN 105 First Year Writing Seminar I   | 3   | ENGL 121 Composition I*   | 3   |
| MA 135 College Algebra (for JCCC MATH 171 College Algebra* (or higher))   | 3   | MATH 171 College Algebra* (or higher) <b>OR</b><br>MATH 120 Business Mathematics* (AAS math requirement)  | 3   |
| MK 386 Retailing Administration   | 3   | MKT 121 Retail Management   | 3   |
| MK 385 Consumer Behavior  | 3   | MKT 202 Consumer Behavior   | 3   |
| MK 369 E-Marketing  | 3   | MKT 205 eMarketing  | 3   |
| MK 401 Senior Seminar in Management   | 3   | MKT 221 Sales Management*   | 3   |
| MK 351 Principles of Marketing  | 3   | MKT 230 Marketing   | 3   |
| MK 380 Advertising  | 3   | MKT 240 Advertising and Promotion   | 3   |
| LE Designated Humanities Elective   | 3   | ^HUMANITIES ELECTIVE (Choose one)<br><i>Choose a course other than History as Park classifies History as a Social Science. The following Humanities courses below are preferred by Park:</i>  | 3   |
| AR 215 Art History I <b>OR</b><br>AR 216 Art History II <b>OR</b><br>EN 201 Introduction to Literature <b>OR</b><br>EN 232 Introduction to Poetry <b>OR</b><br>EN 234 Introduction to Fiction <b>OR</b><br>PH 101 Intro to Philosophical Thinking <b>OR</b><br>RE 109 World Religions <b>OR</b><br>TH 100 Introduction to Theatre |     | ARTH 180 Art History: Ancient to Medieval <b>OR</b><br>ARTH 182 Art History: Renaissance to Modern <b>OR</b><br>ENGL 130 Introduction to Literature* <b>OR</b><br>ENGL 227 Introduction to Poetry* <b>OR</b><br>ENGL 230 Introduction to Fiction* <b>OR</b><br>PHIL 121 Introduction to Philosophy <b>OR</b><br>REL 120 Exploring World Religions <b>OR</b><br>THEA 120 Introduction to Theatre |     |

Please note for 23-24, Park replaced MA 171 with MA 120 in the degree core requirements. JCCC MATH 181 Statistics\* is equivalent to Park's MA 120 Basic Concepts of Statistics.

^See all AAS general education electives at <https://catalog.jccc.edu/degreerequirements/associate-applied-science/>

## Additional Courses Required for A.A.S.

| JCCC Requirement   | Hrs |
|--|-----|
| BUS 121 Introduction to Business <b>OR</b>   | 3   |
| BUS 141 Principles of Management <b>OR</b>   | 3   |
| BUS 140 Principles of Supervision  | 3   |
| <i>NOTE: BUS 141 Principles of Management taken with BUS 225 Human Relations transfer to Park as MG 371 Management and Organizational Behavior and a Social Science Elective</i> |     |
| CIS/CS/CSS/CDTP Elective (CDTP 135 Desktop Photo Manipulation I: Photoshop recommended)  | 1   |
| MKT 134 Professional Selling   | 3   |
| MKT 146 Introduction to Social Media Marketing   | 3   |
| MKT 180 Experiential Marketing   | 3   |
| MKT 275 Marketing Analytics and CRM (Customer Relationship Management)   | 3   |
| MKT 284 Marketing Management Internship I  | 1   |
| MKT 286 Marketing Management Internship II* <b>OR</b>  | 1   |
| MKT 292 Special Topics   | 1   |
| MKT 290 Capstone: Marketing Management*  | 3   |
| WEB 110 HTML and CSS   | 3   |

## Additional JCCC Courses that will fulfill Park Degree Requirements

*Students may be able to complete an additional 12 hours at JCCC. Please meet with advisor at Park.*

| Park Course   | Hrs | JCCC Course Equivalent   | Hrs |
|---|-----|--|-----|
| AC 202 Principles of Managerial Accounting                                    | 3   | ACCT 122 Accounting II*  | 3   |
| Science Course with a Lab   | 4   | BIOL, CHEM <b>OR</b> PHYS Course with a Lab                            | 4   |
| MG 371 Management and Organizational Behavior <b>AND</b>                      | 3   | BUS 225 Human Relations  | 3   |
| Social Science Elective   | 3   | (In addition to BUS 141 Principles of Management, as required for AAS) | 3   |
| IB 315 International Business Perspectives                                    | 3   | BUS 235 Introduction to International Business                         | 3   |
| EC 142 Principles of Microeconomics   | 3   | ECON 231 Principles of Microeconomics                                  | 3   |
| EN 106 First Year Writing Seminar II  | 3   | ENGL 122 Composition II*   | 3   |
| CA 104 Interpersonal Communication <b>OR</b>                                  | 3   | COMS 120 Interpersonal Communication <b>OR</b>                         | 3   |
| CA 103 Public Speaking <b>OR</b>  | 3   | COMS 121 Public Speaking <b>OR</b>                                     | 3   |
| CA 105 Intro to Human Communication   | 3   | COMS 125 Personal Communication  | 3   |
| Ethics Requirement  |     | ETHICS REQUIREMENT   |     |
| PH 308 Business Ethics <b>OR</b>  | 3   | Choose one of the following to fulfill Park                            |     |
| PH 102 Introduction to Ethical Thinking                                       | 3   | Citizenship Requirement  |     |
|   |     | PHIL 140 Business Ethics <b>OR</b>                                     | 3   |
|   |     | PHIL 143 Ethics  | 3   |
| LE designated Natural and Physical Science Elective (except Computer Science) |     | NATURAL SCIENCE ELECTIVE   |     |
| BI 214 Personal and Community Health  | 3   | HPER 202 Personal Community Health                                     | 3   |
| <b>FOR THE PARK DIGITAL MARKETING TRACK:</b>                                  |     |  |     |
| AR 218 Graphic Design Software  | 3   | ART 138 Digital Imaging for Artists I                                  | 3   |
| CA 218 Public Relations   | 3   | JOUR 130 Principles of Public Relations                                | 3   |
| CA 224 Digital Media Skills   | 3   | JOUR 202 Broadcast Performance   | 3   |

\*JCCC course has a prerequisite or corequisite.