



UNIVERSITY
of HAWAII®
WEST O'AHU



UNIVERSITY of HAWAII®
KAPI'OLANI
COMMUNITY COLLEGE

UNIVERSITY OF HAWAII MEMORANDUM OF AGREEMENT

KAPI'OLANI COMMUNITY COLLEGE
UNIVERSITY OF HAWAII-WEST O'AHU

Associate in Science in Marketing
Bachelor of Arts in Business Administration with a Concentration in Marketing

The purpose of this degree pathway is to facilitate a smooth transition for students entering Kapi'olani Community College or the University of Hawaii-West O'ahu as they work towards obtaining the Bachelor of Arts (BA) in Business Administration with a concentration in Marketing. This pathway is designed to produce multiple entry and exit points to flexibly serve student career and educational objectives. In particular, this Agreement will facilitate the transfer of students in the Associate in Science (AS) in Marketing program at Kapi'olani Community College (KCC) to the Bachelor of Arts (BA) in Business Administration with a concentration in Marketing at the University of Hawaii-West O'ahu (UHWO).

Requirements of both the Associate in Science (AS) degree and the Bachelor of Arts (BA) in Business Administration degree are provided as attachments and Advisement Sheets. Both form the basis of this agreement. Subsequent changes to the curricular requirements of either program may require revisions to this agreement.

As part of the Mānanawai agreement between KCC and UHWO, and under the terms of this Agreement, the University of Hawaii-West O'ahu agrees to:

1. Identify a Student Services Advisor(s) at UHWO who will partner with KCC's advisor(s) to ensure timely and accurate advising information on pre-admission, admission, degree requirements, and other related advising information. [Initially Kelly Ching].
2. Identify a UHWO faculty member who will serve as the faculty advisor to students in the Marketing concentration. [Initially Derrek Choy].
3. Meet with KCC faculty and/or administration minimally every two years, or on an as needed basis, to discuss potential and planned curricular changes.

Under the terms of this Agreement, Kapi'olani Community College agrees to:

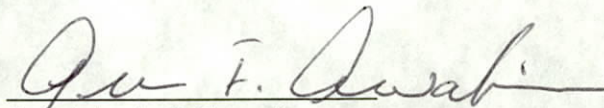
1. Identify an advisor at KCC who will partner with UHWO advisor(s) to ensure timely and accurate advising information on pre-admission, admission, degree requirements, and other relevant advising information. [Initially Lori Sakaguchi].
2. Identify a KCC faculty member who will serve as the faculty advisor to students in the AS in Marketing program and consult with UHWO's admissions personnel on students as needed. [Initially David Nakamaejo].

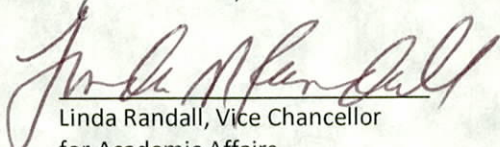
3. Submit a letter of notification to the UHWO Student Services office, signed by a counselor or faculty advisor, identifying AS in Marketing students who intend to enroll in and complete this UHWO articulation option.
4. Meet with UHWO faculty and/or administration minimally every two years, or on an as needed basis, to discuss potential and planned curricular changes.
5. Cooperate with UHWO on dual enrollment processes to benefit the matriculation and transfer processes for Marketing students.

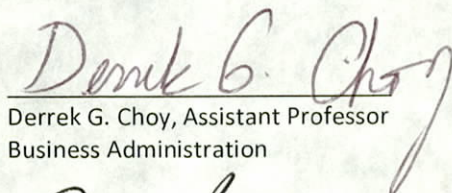
This Articulation Agreement is effective beginning Fall 2010 and is based on the General Education and Focus requirements in effect at UHWO for 2010-2011. This Agreement will be reviewed minimally every two years or as necessary, in order to support the transfer, matriculation and graduation of Marketing students from both the University of Hawai'i-West O`ahu and Kapi`olani Community College. Should both parties agree to terminate the Agreement, UHWO will honor the Agreement stipulations for students currently enrolled in the program at the time of termination.

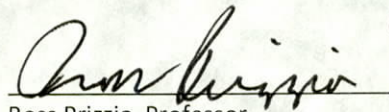
Approvals

University of Hawai'i-West O`ahu

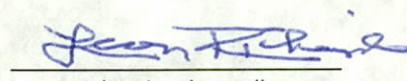

Gene I. Awakuni, Chancellor

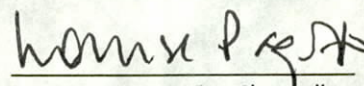

Linda Randall, Vice Chancellor
for Academic Affairs

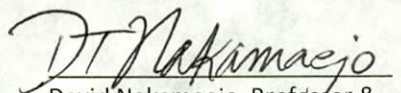

Derrek G. Choy, Assistant Professor
Business Administration

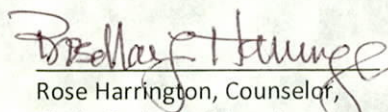

Ross Prizzia, Professor
Chair, Professional Studies

Kapi`olani Community College


Leon Richards, Chancellor


Louise Pagotto, Vice Chancellor
for Academic Affairs


David Nakamaejo, Professor &
Coordinator, Marketing Program


Rose Harrington, Counselor,
Chair, Business Education

KAPI`OLANI COMMUNITY COLLEGE

Associate in Science in Marketing

University of Hawai`i-West O`ahu Marketing Concentration Option Requirements

Required Management/Marketing Courses (30 credits)

3	MKT 120	Principles of Marketing
3	MKT 130	Principles of Retailing
3	MKT 150	Customer Relationship, Management & Selling
3	MKT 180	International Marketing
3	MKT 235	Principles of Merchandising Management
3	MKT 260	Integrated Marketing Communication
3	MKT 293	Marketing Internship
3	MGT 118	Principles of Supervision
3	MGT 122	Organizational Behavior
3	MGT 124	Human Resource Management

Other AS Program Courses (15 credits)

3	BUS 120	Principles of Business
3	ICS 100	Computing Literacy and Applications OR
	ICS 101	Digital Tools for the Information World
3	eBUS 101	Teamwork Fundamentals
3	ACC 201	Financial Accounting
3	SP 151	Personal and Public Speech OR
	SP 181	Interpersonal Communication OR
	SP 251	Principles of Effective Public Speaking

AS General Education Requirements (15 credits)

3	ENG 100	Composition I
3	MATH 103	College Algebra or higher level math
3	Social Sciences elective: ECON 130 or 131	
3	Arts & Humanities elective	
3	Natural Sciences elective	

Additional coursework (minimum 1 credit)

1	Coursework designated Diversification Lab (taken with Natural Sciences elective); e.g. GEOG 101L, etc.	
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Total Minimum Credits: 61

UNIVERSITY OF HAWAII-WEST OAHU
Bachelor of Arts in Business Administration with a Concentration in Marketing
Catalog Year 2010-2011

Core Business Courses (21 credits)

3	BUSA 312	Intermediate Financial Accounting I
3	BUSA 320	Statistics for Decision Making
3	BUSA 321	Business Finance
3	BUSA 345	Management Information Systems
3	BUSA 386	Global Management
3	BUSA 435	Strategic Planning
3	BUSA 486	Senior Project or BUSA 490 Administrative Practicum

Area of Concentration (3 credits)

3	BUSA 304	Consumer Behavior OR
3	BUSA 496	Selected Topics in Business Administration (Marketing Topics) OR
3	BUSA 499	Directed Research

Core and Concentration coursework fulfilled with KAP MKT courses¹

3	BUSA 300	Principles of Marketing (with the successful completion of KAP MKT 120 and MKT 293)
3	BUSA 364	Retailing Management (with the successful completion of KAP MKT 130 and MKT 235)
3	BUSA 305	Promotion Management (with the successful completion of KAP MKT 150 and MKT 260)
3	BUSA 408	International Marketing (with successful completion of KAP MKT 180)

Additional Program Requirements (18 credits)

3	ECON 131	Principles of Macroeconomics or ECON 130 Principles of Microeconomics
3	BUSA 332	Contemporary Business Issues
3	BUSA 480	Organizational Behavior
3	BUSA 355	International Business Management
3	ACC 202	Managerial Accounting
3		Upper Division Humanities Course

General Education requirements (15 credits)

3	ENG 200	Composition II or equivalent
3		Upper-division social science elective (other than ECON) designated diversification social sciences in The UHWO General Catalog
3		Natural Sciences elective: Student should consult with a UHWO Student Services advisor. Fulfillment of this requirement is dependent upon the designation of the Natural Sciences elective taken at KAP. Requirement is 3 credits Biological Science (DB) and 3 credits Physical Science (DP).
6		Global, Multi-Cultural Perspectives: 6 credits from coursework designated FGA, FGB, or FGC, with two different groups represented.

¹ Core and concentration coursework substituted only for students who have completed the AS in Marketing degree program at Kapiolani Community College Spring 2010 semester or later

Upper-division electives (6 Credits)

Upper-division coursework (300-400 level). Student should consult with a UHWO Faculty advisor for recommended coursework to meet career and educational objectives

Note: It is highly recommended that students fulfill UHWO Focus requirements of Ethics and Oral Communication with these electives

Total minimum credits: 63

Total upper-division credits: 45

Total Number of Credits for Degree: 127

UHWO Graduation Requirements (Additional requirements can be found in the UHWO General Catalog)

-General Education core (Foundations and Diversification) and Focus requirements (Hawaiian, Asian, Pacific Issues; Oral Communication; Contemporary Ethical Issues and Writing-Intensive Coursework) are met

-Upper division credits must include 3 courses of Writing Intensive (WI) coursework to meet UHWO graduation requirements; a minimum of six credits of upper division WI must come from coursework outside of capstone (PUBA 486 or 490)

-A minimum of 120 total credits must be earned, which includes a minimum of 45 upper division credits

-A minimum of 30 credits must be earned at UHWO

-2.0 overall GPA, 2.0 UHWO GPA, and 2.0 concentration GPA

UNIVERSITY OF HAWAI'I – WEST O`AHU
Bachelor of Arts in Business Administration with a Concentration in Marketing
Articulated to the Associate in Science in Marketing at Kapi`olani Community College
General Education, Focus and Writing Intensive Requirements

General Education 31 credits:

Foundations:

Written Communication (FW):	ENG 100 Composition I
Symbolic Reasoning (FS):	MATH 103 College Algebra or higher level math
Global & Multi-cultural Perspectives:	Group A: Primarily before 1500 CE: HIST 151, ANTH 151
6 credits in FG; 2 different groups represented (FGA, FGB, FGC)	Group B: Primarily after 1500 CE: HIST 152, ANTH 152, GEOG 102
	Group C: Pre-History to Present

Diversification:

Humanities, Arts, or Literature:	6 credits in DH, DA, or DL with 2 different groups represented
Social Sciences (DS):	3 credits ECON 130 Principles of Microeconomics
6 credits in DS; 2 different subject areas represented	3 credits at the upper-division level (must be an area other than ECON)

Diversification Biological Science, Physical Science, and Science Lab: total 7 credits

Biological Sciences (DB):	Natural Sciences elective requirement (DB)
Physical Sciences (DP):	Elective requirement (DP)
Science Lab (DY):	It is highly recommended that students take a lab as part of either the DB or DP requirement

Focus Requirements:

Oral Communication (OC):	Any course designated by KCC or UHWO as an Oral Communications course. Can also count as a DA, DH, or DL. (Upper-division course recommended).
Ethics (ETH):	Recommended that the student take coursework at the upper-division level at UHWO
Hawaiian, Asian, Pacific (HAP):	Any course designated by KCC or UHWO as a Hawaiian, Asian and Pacific Issues course. Can also count as a DA, DH, or DL. (Upper-division course recommended).

Writing Intensive Graduation Requirement:

Writing Intensive (WI):	ENG 200 Composition II or equivalent coursework (e.g. ENG 215)
	9 credits at the upper-division level; no more than 3 Credits from capstone (BUSA 486/490)