



Johnson County Community College
Transfer Program to Park University
A.A.S. in Marketing Management
B.S. in Business Administration
(Marketing Concentration)
2024-2025 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
CA 103 Public Speaking OR	3	COMS 121 Public Speaking OR	3
CA 105 Intro to Human Communication	3	COMS 125 Personal Communication	3
EC 141 Principles of Macroeconomics	3	ECON 230 Principles of Macroeconomics <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) OR MATH 120 Business Mathematics* (<i>AAS math requirement</i>)	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 Sales 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) <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 OR AR 216 Art History II OR EN 201 Introduction to Literature OR EN 232 Introduction to Poetry OR EN 234 Introduction to Fiction OR PH 101 Intro to Philosophical Thinking OR RE 109 World Religions OR TH 100 Introduction to Theatre		ARTH 180 Art History: Ancient to Medieval OR ARTH 182 Art History: Renaissance to Modern OR ENGL 130 Introduction to Literature* OR ENGL 227 Introduction to Poetry* OR ENGL 230 Introduction to Fiction* OR PHIL 121 Introduction to Philosophy OR REL 120 Exploring World Religions OR THEA 120 Introduction to Theatre	

Please note, 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 OR	3
BUS 140 Principles of Supervision OR	3
BUS 241 Principles of Management	3
<i>NOTE: BUS 241 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* OR	1
MKT 292 Special Topics	1
MKT 290 Capstone: Marketing Management*	3
WEB 110 HTML and CSS OR	3
FASH 235 Online Retailing	

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 OR PHYS Course with a Lab	4
MG 371 Management and Organizational Behavior AND	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
Ethics Requirement		ETHICS REQUIREMENT Choose one of the following to fulfill Park Citizenship Requirement	
PH 308 Business Ethics OR	3	PHIL 140 Business Ethics OR	3
PH 102 Introduction to Ethical Thinking	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
Humanities: Select an additional course from the Humanities section on page 2	3	See JCCC equivalents in the Humanities section on page 2	3
FOR THE PARK DIGITAL MARKETING TRACK:			
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.