



Johnson County Community College
Transfer Program to Park University
A.A.S. in Marketing Management
B.S. in Business Administration
(Marketing Concentration)
2025-2026 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.

TRANSFER STUDENT ADMISSION REQUIREMENTS:

- A cumulative 2.0 GPA in all previous college study.
- Submit all transcripts from prior college work completed.
- If less than 60 hours of college credit earned, also submit an official high school transcript or GED.
- Apply online to complete the [Park Application](#). Select the session, year and location (online or [Park campus center](#)). The application fee is waived for JCCC transfer students, using the waiver code JCCC.

ADDITIONAL REQUIREMENTS

- Completion of a minimum of 120 semester hours with a cumulative 2.0 GPA.
- Completion of all requirements for the major, degree specific requirements, Liberal Education requirements.
- Completion of residency requirement, 30 hours of earned and graded (A, B, C, D) college hours at Park, at least 15 of the 30 hours must be in the major.

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.

Marketing Management, AAS Requirements

Park Courses	Hrs	JCCC Courses	Hrs
First Semester (16 hours)			
No equivalent	--	CIS/CS/CSS/VDA Elective (VDA 112 Photoshop I* recommended)	1
No equivalent	--	BUS 121 Introduction to Business OR	3
No equivalent	--	BUS 140 Principles of Supervision OR	
MG 371 Mmgt and Organizational Behavior+ [#]	3	BUS 241 Principles of Management	
EN 105 First Year Writing Seminar I ¹	3	ENGL 121 Composition I* OR ENGL 119 College Composition I with Review*	3 5
MA 135 College Algebra ⁷ (for JCCC MATH 171 College Algebra* (or higher))	3	MATH 171 College Algebra* (or higher) OR MATH 120 Business Mathematics* (AAS math req.)	3
No equivalent	--	MKT 134 Professional Selling	3
MK 351 Principles of Marketing+	3	MKT 230 Marketing	3
Second Semester (15 hours)			
CA 103 Public Speaking OR	3	COMS 121 Public Speaking OR	3
CA 105 Intro to Human Communication ¹	3	COMS 125 Personal Communication	3
MK 386 Retailing Administration>	3	MKT 121 Retail Management	3
No equivalent	--	MKT 180 Experiential Marketing	3
MK 385 Consumer Behavior ^M	3	MKT 202 Consumer Behavior	3
MK 369 E-Marketing ^M	3	MKT 205 eMarketing	3
Third Semester (16 hours)			
AC 201 Principles of Financial Accounting+	3	ACCT 121 Accounting I	3
No equivalent	--	MKT 146 Introduction to Social Media Marketing	3
MK 380 Advertising ^M	3	MKT 240 Advertising and Promotion	3
No equivalent	--	MKT 284 Marketing Management Internship I	1
AR 215 Art History I ² OR AR 216 Art History II ² OR EN 201 Introduction to Literature ² OR EN 232 Introduction to Poetry ² OR EN 234 Introduction to Fiction ²	3	Arts and Humanities Elective (Choose one) 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*	3
AN 100 General Anthropology ⁵ OR SO 206 Social Issues in Contemporary Society ⁵ OR SW 205 Introduction to Social Work ⁵	3	Social and Behavioral Sciences Elective ANTH 125 Cultural Anthropology OR SOC 125 Social Problems OR SOC 146 Intro to Social Work and Social Welfare	3
Fourth Semester (16 hours)			
MG 361 Business Law I+	3	BLAW 261 Business Law I*	3
MK 401 Sales Management>	3	MKT 221 Sales Management*	3
No equivalent	--	MKT 275 Marketing Analytics and CRM (Customer Relationship Management)	3
No equivalent	--	MKT 286 Marketing Management Internship II* OR MKT 292 Special Topics	1 1
No equivalent	--	MKT 290 Capstone: Marketing Management*	3
No equivalent	--	WEB 110 HTML and CSS OR FASH 235 Online Retailing	3
Total hours required for AAS: 63			

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 Prin. of Managerial Accounting+	3	ACCT 122 Accounting II*	3
MG 371 Mmgt and Organizational Behavior+#	3	BUS 225 Human Relations	3
IB 315 International Business Perspectives+	3	BUS 235 Introduction to International Business	3
EC 141 Principles of Macroeconomics+	3	ECON 230 Principles of Macroeconomics	3
EC 142 Principles of Microeconomics+	3	ECON 231 Principles of Microeconomics	3
MA 120 Basic Concepts of Statistics+	3	MATH 161 Elementary Statistics*	3
Visit the Park Liberal Education Requirements guide for JCCC courses that will apply to the following Park Core requirements: Core #1 (EN 106), Core #3, Core #4, Core #6, Core #8A, Core #8B and Core #8C.			

*JCCC course has a prerequisite or corequisite.

#JCCC BUS 241 Principles of Management taken with BUS 225 Human Relations transfers to Park as MG 371 Management and Organizational Behavior.

+ Applies to Park Business Core.

> Applies to Park Elective.

^M Applies to Park Marketing Major.

¹ Applies to Park Core #1 Liberal Education Req.

² Applies to Park Core #2 Liberal Education Req.

⁵ Applies to Park Core #5 Liberal Education Req.

⁷ Applies to Park Core #7 Liberal Education Req.