

Marketing and Management, BSBA

Park University

Johnson County Community College Transfer Program to the Park University	Christy Myers
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AAS in Marketing Management to BS in Business Administration	christy.myers@park.edu
Academic Year 2025-2026	https://www.park.edu/academics/exploremajors-programs/business-administration/

Program Description

The AAS in Marketing Management (<https://catalog.jccc.edu/archives/2025-26/degreecertificates/marketingandmanagement/marketing-management-aas/>) 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 (<https://www.park.edu/apply/>). Select the session, year and location (online or Park campus center (<https://www.park.edu/map/>)). 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, and 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 information about the program, you must meet with an advisor at the transfer institution.

Marketing Management, AAS Requirements

First Semester (16 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
VDA 112	Photoshop I* (CIS/ CS/CSS/VDA Elective - VDA 112 recommended.)	1	No equivalent		

Select one of the following:

BUS 121	Introduction to Business	3	No equivalent		
BUS 140	Principles of Supervision	3	No equivalent		
BUS 241	Principles of Management + #	3	MG 371	Mgmt Organizational Behavior	3

Select one of the following:

ENGL 121	Composition I* 1	3	EN 105	First Year Writing Seminar I	3
ENGL 119	College Composition I with Review* 1	5	EN 105	First Year Writing Seminar I	3
MATH 171	College Algebra* ^7	3	MA 135	College Algebra	3
MKT 134	Professional Selling	3	No equivalent		
MKT 230	Marketing +	3	MK 351	Principles of Marketing	3

Second Semester (15 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
Select one of the following:					
COMS 121	Public Speaking	3	CA 103	Public Speaking	3
COMS 125	Personal Communication 1	3	CA 105	Intro to Human Communication	3
MKT 121	Retail Management >	3	MK 386	Retailing Administration	3
MKT 180	Experiential Marketing	3	No equivalent		
MKT 202	Consumer Behavior M	3	MK 385	Consumer Behavior	3
MKT 205	eMarketing M	3	MK 369	E-Marketing	3

Third Semester (16 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
ACCT 121	Accounting I +	3	AC 201	Introductory Design Project	1
MKT 146	Introduction to Social Media Marketing	3	No equivalent		
MKT 240	Advertising and Promotion M	3	MK 380	Advertising	3
MKT 284	Marketing Management Internship I	1	No equivalent		

Arts and Humanities Elective (Choose one)

ARTH 180	Art History: Ancient to Medieval 2	3	AR 215	Art History I	3
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ARTH 182	Art History: Renaissance to Modern 2	3	AR 216	Art History II	3
ENGL 130	Introduction to Literature* 2	3	EN 201	Introduction to Literature	3
ENGL 227	Introduction to Poetry* 2	3	EN 232	Introduction to Poetry	3
ENGL 230	Introduction to Fiction* 2	3	EN 234	Introduction to Fiction	3

**Social and Behavioral Sciences Elective
(Choose one)**

ANTH 125	Cultural Anthropology 5	3	AN 100	General Anthropology	3
SOC 125	Social Problems 5	3	SO 206	Soc Issues in Contemp Society	3
SOC 146	Introduction to Social Work and Social Welfare 5	3	SW 205	Introduction to Social Work	3

Fourth Semester (16 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
BLAW 261	Business Law I* +	3	MG 361	Business Law I	3
MKT 221	Sales Management* >	3	MK 401	Sales Management	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3	No equivalent		

Select one of the following:

MKT 286	Marketing Management Internship II*	1	No equivalent		
MKT 292	Special Topics:	1	No equivalent		
MKT 290	Capstone: Marketing Management*	3	No equivalent		

Select one of the following:

WEB 110	HTML and CSS	3	No equivalent		
FASH 235	Online Retailing	3	No equivalent		

Total AAS Program Hours: 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 an advisor at Park.

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
ACCT 122	Accounting II* +	3	AC 202	Princ. Managerial Accounting	3
BUS 225	Organizational Behavior +#	3	MG 371	Mgmt Organizational Behavior	3
BUS 235	Introduction to International Business +	3	IB 315	International Business Perspct	3
ECON 230	Principles of Macroeconomics +	3	EC 141	Principles of Macroeconomics	3
ECON 231	Principles of Microeconomics +	3	EC 142	Principles of Microeconomics	3

MATH 161	Elementary Statistics* + 3	MA 120	Basic Concepts of Statistics	3
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Visit the Park Liberal Education Requirements (<https://www.jccc.edu/student-resources/transfer/files/transfer-guides/park-liberal-ed-reqs.pdf>) 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.
- ^ AAS requires MATH 120 or higher. MATH 171 is equivalent to Park's MA 135 that satisfies Park's Core #7 Liberal Education Requirement.
- # JCCC BUS 241 taken with BUS 225 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.

Last Approved Thu Jan 22 16:20:04 2026