

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/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.

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://parkuniversity.my.site.com/ApplicationPortal/ERx_Forms__Portal_Login/). 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.

Marketing Management, AAS Requirements

First Semester (16 hours)

Course Code	Course Title	Course Hours	Transfer Code	Transfer Title	Transfer Hours
Code	Title	Hours			
CIS/CS/CSS/VDA Elective Transfer #					
Select one of the following:					
BUS 121	Introduction to Business	3			
BUS 140	Principles of Supervision	3			
BUS 241	Principles of Management +	3	BA 352 & MG 352	Principles of Management and Principles of Management	3

Select one of the following:

ENGL 119	College Composition I with Review*	5	EN 105	First Year Writing Seminar I	3
ENGL 121	Composition I*	3	EN 105	Intro to English Studies	3

Select one of the following:

MATH 171	College Algebra* (or higher)	3	MA 135	Quant Ltrcy:Math in Real Wrld	3
MATH 120	Business Mathematics*	3	MATH 171		
MKT 134	Professional Selling	3	No equivalent		
MKT 230	Marketing	3	MK 351	Principles of Marketing	3

Second Semester (15 hours)

Course Code	Course Title	Course Hours	Transfer Code	Transfer Title	Transfer Hours
Code	Title		Hours		

Select one of the following:

COMS 121	Public Speaking (OR)	3	CA 103	Public Speaking	3
COMS 125	Personal Communication Applies to Park Core #1 Liberal Education Req	3	CA 105	Intro to Human Communication	3
MKT 121	Retail Management	3	MK 386	Retailing Administration	3
MKT 180	Experiential Marketing	3			
MKT 202	Consumer Behavior	3	MK 385	Consumer Behavior	3
MKT 205	eMarketing	3	MK 369	E-Marketing	3

Third Semester (16 hours)

Course Code	Course Title	Course Hours	Transfer Code	Transfer Title	Transfer Hours
Code	Title		Hours		

ACCT 121	Accounting I Applies to Park Business Core	3	AC 201	Introductory Design Project	1
MKT 146	Introduction to Social Media Marketing	3	No equivalent		

Arts and Humanities Elective; Select from the following:

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

Select one from the following courses:

ANTH 125	Cultural Anthropology	3	AN 100	General Anthropology	3
SOC 125	Social Problems	3	SO 206	Soc Issues in Contemp Society	3
SOC 146	Introduction to Social Work and Social Welfare	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			
MKT 286	Marketing Management Internship II*	1			
MKT 292	Special Topics:	1-3			
MKT 290	Capstone: Marketing Management*	3			
Select one of the following:					
WEB 110	HTML and CSS	3			
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.

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
ACCT 121	Accounting I Applies to Park Business Core	3	AC 201	Introductory Design Project	1
BUS 225	Organizational Behavior (In addition to BUS 141 Principles of Management, as required for AAS)	3	MG 371 Applies to Park Business Core		
BUS 235	Introduction to International Business Applies to Park Business Core	3	IB 315	International Business Perspct	3
ECON 230	Principles of Macroeconomics Applies to Park Business Core	3	EC 141	Principles of Macroeconomics	3
ECON 231	Principles of Microeconomics Applies to Park Business Core	3	EC 142	Principles of Microeconomics	3
ENGL 122	Composition II* Applies to Park Core #1 Liberal Education Req.	3	EN 106	First Year Writing Seminar II	3
MATH 201	Statistics* Applies to Park Business Core	3	MA 120	Basic Concepts of Statistics	3

PHIL 140	Business Ethics Applies to Park Core #3 Liberal Education Req.	3	PH 308	Business Ethics	3
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Core #4 Liberal Education 3

Requirement: Select one of the following:

HIST 140	U.S. History to 1877	3	HIS 104		
HIST 141	U.S. History Since 1877	3	HIS 105		

POLS 124	American National Government	3	PO 200	American National Government	3
POLS 132	Introduction to Comparative Government	3	PO 210	Comparative Political Systems	3

Core #8A Liberal Education

Requirement: Select one of the following:

EVRN 130	Environmental Science	3	BI 111	ENVIRONMENTAL BIOLOGY	4
EVRN 132	Environmental Science Laboratory*	2	BI 111	ENVIRONMENTAL BIOLOGY	4
EDUC 250	Child Health, Safety and Nutrition*	3	BI 214	Personal and Community Health	3
HPER 202	Personal Community Health	3	BI 214	Personal and Community Health	3
GEOS 130	General Geology	5	GO 141	INTRO TO GEOLOGY	4

Core #8B Liberal Education

Requirement: Select one of the following:

GEOS 140	Physical Geography (AND)	3	GGP 115		
GEOS 141	Physical Geography Lab*	2	GGP 115		

See Park Transfer Equivalency Tool for JCCC equivalent course ^

Core #8C Liberal Education 6

Requirement: Select two of the following:

PSYC 130	Introduction to Psychology	3	PS 101	Physics in Everyday Life	5
PSYC 218	Human Development*	3	PS 125	Lifespan Development	3
SOC 122	Introduction to Sociology	3	SO 141	Introduction to Sociology	3

* JCCC course has a prerequisite or corequisite.

^ Any higher CH, GGP or PY course.

(VDA 112 recommended)

+ BUS 241 taken with BUS 225 transfers to Park as MG 371 Management and Organizational Behavior.