



UNIVERSITY  
of HAWAII®  
WEST O'AHU



UNIVERSITY of HAWAII®  
**HAWAII**  
COMMUNITY COLLEGE

**UNIVERSITY OF HAWAII ARTICULATION AGREEMENT**  
**Hawai'i Community College Associate in Applied Science degree in Marketing**  
**to the University of Hawai'i-West O'ahu Bachelor of Arts degree in**  
**Business Administration with concentration in Marketing**

The purpose of this Agreement is to facilitate a smooth transition for students from the Hawai'i Community College Associate in Applied Science (AAS) in Marketing program to the University of Hawai'i-West O'ahu Bachelor of Arts (BA) in Business Administration program with concentration in Marketing.

This recommended pathway is designed to produce multiple entry and exit points to flexibly serve student career and educational objectives. Students may use dual enrollment as a method of completing the required coursework outlined in the attachments to this agreement, contingent upon eligibility, deadlines, and established procedures.

Students must graduate from Hawai'i Community College with the articulated AAS degree in Business to be eligible for the benefits of this Agreement. Completion of the articulated AAS degree will enable students to follow the University of Hawai'i-West O'ahu core, concentration, general education, focus, and graduation requirements in place on the effective term of this agreement. Participation in the University of Hawai'i Automatic Admissions transfer process is possible for students planning to complete the AAS in Marketing provided that eligibility, deadlines and procedures established for the designated term of entry are met. Students who do not complete the AAS in Business degree at Hawai'i Community College will be required to meet catalog requirements in place upon admission to the University of Hawai'i-West O'ahu. While this academic pathway represents the most efficient coursework progression from the AAS program at Hawai'i Community College through the BA program at the University of Hawai'i-West O'ahu, individual course substitutions may be made on a case-by-case basis when recommended courses are not available; however, all core, concentration, general education, focus, and graduation requirements must still be met in those individual cases.

Requirements of the articulated Associate in Applied Science (AAS) degree and the Bachelor of Arts (BA) in Business Administration degree are provided as attachments and form the basis of this Agreement. Subsequent changes to the curricular requirements of these programs may require revisions to this Agreement.

Under the terms of this Agreement, the University of Hawai'i-West O'ahu agrees to:

1. Identify Success Advisors at the University of Hawai'i-West O'ahu who will partner with Hawai'i Community College Counselors to ensure timely and accurate advising information on pre-admission, admission, degree requirements, and other related advising information.
2. Identify a Success Advisor at the University of Hawai'i-West O'ahu who will work with their campus STAR personnel to develop an accurate STAR pathway for students pursuing this articulation agreement.
3. Identify a University of Hawai'i-West O'ahu faculty member who will serve as the faculty advisor to students who are part of this articulation in the selected concentration.
4. Inform students that financial aid may be available through either institution as the student identifies his/her home campus each semester, and that students must follow the financial aid policies and procedures at that home school in order to be eligible for financial aid.
5. Meet with Hawai'i Community College 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, Hawai'i Community College agrees to:

1. Place a notation in the advisor notes in STAR which identifies AAS in Marketing students intending to transfer to the University of Hawai'i-West O'ahu who are in the process of completing the AAS degree and are a part of this articulation.
2. Identify a Counselor at Hawai'i Community College who will partner with the University of Hawai'i-West O'ahu advisors to ensure timely and accurate advising information on pre-admission, admission, degree requirements, and other relevant advising information.
3. Identify a Hawai'i Community College faculty member who will serve as the faculty advisor to students who are part of the articulation.
4. Inform students that financial aid may be available through either institution as the student identifies his/her home campus each semester, and that students must follow the financial aid policies and procedures at that home school in order to be eligible for financial aid.
5. Meet with the University of Hawai'i-West O'ahu faculty and/or administration minimally every two years, or on an as needed basis, to discuss potential and planned curricular changes.

This Articulation Agreement is effective beginning Fall 2021 and is based on the General Education and Focus requirements in effect at the University of Hawai'i-West O'ahu for 2021-2022.

This Agreement will remain in effect through academic year 2024 and must be reviewed for renewal and/or modification by both parties in order to maintain this Hawai'i Community College to University of Hawai'i West O'ahu pathway.

**HAWAI'I COMMUNITY COLLEGE**  
 Associate in Applied Science in Marketing  
 University of Hawai'i-West O'ahu Articulation Option Requirements  
 Based on Catalog Year: 2021-2022

**Required AAS Courses**

<b>Credits</b>	<b>Recommended Hawai'i CC Course</b>	<b>AS Requirement/Course Title</b>	<b>UH West O'ahu Requirement</b>
3	ENG 100	Written Communication: ENG 100 Composition I	FW, ENG 100
4	MATH 135	Pre-Calculus Elementary Functions <i>Math 135 will meet the Lower Division Requirement for the Business Administration Program and satisfy the pre-requisite needed for BUSA 320 (with a grade of C- or higher)</i>	FQ, LD Math Requirement
3	ART 112	Introduction to Digital Arts	Elective
3	ART 115	Introduction to 2D Design	Elective
3	ART 209	Image in Motion Studio	Elective
3	HWST 101	'Aikapu: Hawai'i Culture I	DH, HAP
3	HWST 201	'Ai Noa: Hawai'i Culture II	Elective
3	Oral Communication, Select One:	<ul style="list-style-type: none"> <li>• SP 151 Personal &amp; Public Speaking <i>(Recommended) *If designated as a DA/OC when completed, it will satisfy UHWO's DA general education requirement and OC focus</i></li> <li>• SP 251 Principles of Effective Public Speaking</li> </ul>	DA, OC
4	Natural Environment, Select One Lecture:	Any 100-level or higher natural science course: 3 credits DB or 3 credits DP designated course	DB or DP
3	ACC 201	Introduction to Financial Accounting	ACC 201
3	ACC 202	Introduction to Managerial Accounting	ACC 202
3	BLAW 200	Legal Environment of Business	BUSA 324
3	BUS 120	Principles of Business	Elective
3	ECON 130	Principles of Microeconomics	DS, ECON 130
3	ECON 131	Principles of Macroeconomics	ECON 131
3	ICS 101	Digital Tools for the Information World	ICS 101
3	MGT 124	Human Resource Management	Elective
3	MGT 234	Cross-Cultural Management	Elective
3	MKT 120	Principles of Marketing	Elective
3	MKT 233	International & Technological Brand Integration	

**Total 61 credits**

**Note:** In order for you to obtain the General Education or Focus requirements at UHWO, the course must have had the designation at Hawai'i Community College at the time of completion.

## UNIVERSITY OF HAWAI'I WEST O'AHU

Bachelor of Arts in Business Administration with a concentration in Marketing Requirements for  
Hawai'i Community College AAS in Marketing under the University of Hawai'i-West O'ahu  
Articulation Option Based on Catalog Year: 2021-2022

### General Education Requirements (31 credits)

Gen Ed / Focus	Credits	Requirement/Course Title
FW	3	Written Communication: ENG 100 Composition I
FS/FQ	3	Symbolic Reasoning: MATH 103 College Algebra, MATH 115 Statistics or higher-level Mathematics
FG	6	Global & Multi-cultural Perspectives: Complete 6 credits from two different groups (FGA, FGB or FGC)
DA, DH, DL	6	Diversification Arts, Humanities or Literature: Complete 6 credits from two different areas <i>*HWST 107 Hawai'i: Center of the Pacific (DH, HAP) and SP 151 Personal and Public Speaking (DA, OC) is strongly recommended.</i>
DS	6	Diversification Social Sciences: Complete 6 credits from two different subject areas <i>*ECON 130 Principles of Microeconomics (DS, BUSA Lower Division Core) and 3 credits of any DS other than ECON is strongly recommended.</i>
DB, DP, DY	7	Diversification Natural Sciences: Complete 3 credits of Biological Science(DB), 3 credits of Physical Science (DP) and 1 credit of Lab (DY)

### Writing Skills Requirement

ENG 200 Composition II or ENG 209 Business Writing

### Lower Division Math Requirement (3 credits)

MATH 103 College Algebra, MATH 115 Statistics or higher-level Math

### Lower Division Program Requirements (12-15 credits)

Gen Ed / Focus	Credits	Course	Course Title
	3	ACC 201	Introduction to Financial Accounting
	3	ACC 202	Introduction to Managerial Accounting
	3	ICS 101	Digital Tools for the Information World
DS	3	ECON 130	Principles of Microeconomics
	3	ECON 131	Principles of Macroeconomics

### Core Business Courses (24 credits)

Gen Ed / Focus	Credits	Course	Course Title
	3	BUSA 300	Principles of Marketing
	3	Choose one:	BUSA 311 Financial Statement Analysis BUSA 312 Intermediate Financial Accounting I

Gen Ed / Focus	Credits	Course	Course Title
	3	BUSA 320	Statistics for Decision-Making
	3	BUSA 321	Business Finance
	3	BUSA 324	Business Law (Note: BLAW 200 will substitute for BUSA 324, but 45 credits of upper division 300-400 level coursework must still be completed)
	3	BUSA 345	Management of Information Systems
	3	BUSA 386*	Global Management and Organizational Behavior
	3	BUSA 435*	Strategic Management

\*Possible Upper Division Writing Intensive (WI) Options

### **Marketing Concentration Requirements (15 credits)**

Complete MKT 311 Consumer Behavior and 12 credits of Upper Division Marketing Electives (see list of Marketing Electives in UH West O'ahu Catalog)

### **Capstone Requirement (3 credits)**

WI BUSA 486M Senior Project or WI BUSA 488M Senior Case Studies or WI BUSA 490M Administrative Practicum or WI BUSA 494 Small Business Institute Supervised Field Study

### **Additional Upper Division Credits (3-6 credits)**

Additional 300-400 level coursework needed to meet UH West O'ahu upper division credit minimum of 45 credits. Students are encouraged to select upper division coursework that fulfill any outstanding General Education requirements upon transfer to UH West O'ahu. Please see your UHWO College Success Advisor to determine how many elective credits are needed.

### **Focus Requirements**

#### **Requirement**

Oral Communication (OC)

Contemporary Ethical Issues (ETH)

Hawaiian, Asian and Pacific Issues (HAP)

\*Can be met in combination with other requirements

### **Writing Intensive Requirement**

Complete 3 upper division (300 or higher) level Writing Intensive (WI) courses. A minimum of two classes must come from coursework outside of the Capstone Course (BUSA 486M, BUSA 488M, BUSA 490M or BUSA 494). *Whenever possible, WI sections of required core or concentration courses are highly recommended.*

# Bachelor of Arts in Business Administration, Marketing (Hawai'i Community College AAS in Marketing Articulation Agreement)

The goal of academic advising is to further enhance the educational mission of the university, and create quality, accessible advising partnerships with all students in a positive environment that supports student success. This advising sheet is for tracking purposes toward degree completion and is subject to change. Students also may track their academic progress via STAR Degree Check through [www.star.hawaii.edu](http://www.star.hawaii.edu) Academic Advising appointments may be scheduled by calling 808-689-2689 or toll-free from neighbor islands at 866-299-8656.

## Graduation Requirements (see the current catalog for any additional graduation requirements):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> 45 Upper Division Credits Minimum | <input type="checkbox"/> 3 Upper Division Writing Intensive Courses | <input type="checkbox"/> 2.0 UHWO GPA          |
| <input type="checkbox"/> 120 Total Credits Minimum         | <input type="checkbox"/> Focus Requirements (OC, HAP, ETH)          | <input type="checkbox"/> 2.0 CONCENTRATION GPA |
| <input type="checkbox"/> 30 UHWO Credits                   |   |  |

## General Education Requirements: 31 credits

Credits	Course Alpha / Number / Title
3	Foundations Written Communications (FW) ENG 100 Composition I / <b>Hawai'i CC</b>
3	Foundations Symbolic Reasoning (FS) <b>OR</b> Foundations of Quantitative Reasoning (FQ) MATH 103 College Algebra, MATH 115 Statistics or higher / <b>Hawai'i CC MATH 135</b> <i>*Will Satisfy Lower Division Math Requirement</i>
6	Foundations Global and Multicultural Perspectives (FG): 6 credits from two <b>different</b> groups (A, B, C): *Group A: Primarily before 1500 CE (e.g., HIST 151 or ANTH 151) *Group B: Primarily after 1500 CE (e.g., HIST 152 or ANTH 152) *Group C: Pre-history to present
6	Diversification Arts, Humanities & Literature (DA, DH, DL): / <b>Hawai'i CC HWST 101 (DH, HAP), SP 151 (DA, OC)</b> 6 credits from two different areas
3	Diversification Social Sciences (DS): 6 credits from two different areas / <b>Hawai'i CC ECON 130</b>
3	Diversification Social Sciences (DS): Different area from above.
3	Diversification Natural Sciences (DB, DP, DY): / <b>Hawai'i CC</b> 3 credits from the biological sciences (DB):
3	3 credits from the physical sciences (DP):
1	1 credit of laboratory (DY):

## Writing Skills Requirement: 3 credits

Credits	Course Alpha / Number / Title
3	ENG 200 Composition II or ENG 209 Business Writing

## Lower Division Math Requirement: 0-3 credits

Credits	Course Alpha / Number / Title
0 or 3	MATH 103 College Algebra, MATH 115 Statistics or higher / <b>Hawai'i CC MATH 135</b> <i>*Will satisfy FS/FQ requirement</i>

## Lower Division Program Requirements: 12-15 credits

Credits	Course Alpha / Number / Title
3	ACC 201 Introduction to Financial Accounting / <b>Hawai'i CC</b>
3	ACC 202 Introduction to Managerial Accounting / <b>Hawai'i CC</b>
0 or 3	ECON 130 Principles of Microeconomics <i>*Will satisfy one DS requirement</i> / <b>Hawai'i CC</b>
3	ECON 131 Principles of Macroeconomics / <b>Hawai'i CC</b>
3	ICS 101 Digital Tools for Info World / <b>Hawai'i CC</b>

## Core Requirements: 24 credits

Credits	Course Alpha / Number / Title
3	BUSA 300 Principles of Marketing
3	BUSA 311 Financial Statement Analysis <u>or</u> BUSA 312 Intermediate Financial Accounting I
3	BUSA 320 Statistics for Decision-Making
3	BUSA 321 Business Finance
3	BUSA 324 Business Law ( <i>BLAW 200 substitutes for BUSA 324, but 45 credits of upper division 300 or higher-level coursework must be completed</i> ) / Hawai'i CC/ BLAW 200
3	BUSA 345 Management of Information Systems
3	BUSA 386 Global Management and Organizational Behavior
3	BUSA 435 Strategic Management

## Concentration Requirements: 15 (UD) credits

Credits	Course Alpha / Number / Title
3	MKT 311 Consumer Behavior

### Choose 12 credits from the following:

BUSA 325 Asian Economies, Business and Consumers  
 BUSA 485 E-Commerce with International Perspectives  
 HOST 304 Hospitality and Tourism Marketing  
 MKT 321 Marketing Research  
 MKT 331 Advertising & Promotion Management  
 MKT 341 Retailing Management  
 MKT 381 International Marketing  
 MKT 476 Health Care Marketing  
 MKT 479 Principles of Public Relations  
 MKT 498a Selected Topics in Marketing

Credits	Course Alpha / Number / Title
3	
3	
3	
3	

## Capstone Requirement: 3 (UD) credits

Credits	Course Alpha / Number / Title
3	WI BUSA 486M Senior Project, <u>or</u> WI BUSA 490M Administrative Practicum, <u>or</u> WI BUSA 488M Senior Case Studies, <u>or</u> WI BUSA 494 Small Business Institute Supervised Field Study

## Elective Requirements: 29-32 credits

3\* Upper Division 23-29\* Upper or Lower Division  
 \*See a Student Services Academic Advisor

Credits	Course Alpha / Number / Title
3	<i>Upper Division (300-400 level)</i>
3	<i>Upper Division (300-400 level) needed if substituted BLAW 200 for BUSA 324</i>
3	<b>Hawai'i CC MKT 120</b>
3	<b>Hawai'i CC MKT 124</b>
3	<b>Hawai'i CC ART 112</b>
3	<b>Hawai'i CC ART 115</b>



Credits	Course Alpha / Number / Title
3	Hawai'i CC ART 209
3	Hawai'i CC HWST 201
3	Hawai'i CC MKT 233
3	Hawai'i CC MGT 234
2	Hawai'i CC BUSA 120

**NOTES:** The Faculty contacts for this concentration are Dr. Eli Tsukayama, email: [etsukaya@hawaii.edu](mailto:etsukaya@hawaii.edu), phone: (808) 689-2395 and David Dinh, email: [ddinh@hawaii.edu](mailto:ddinh@hawaii.edu), phone: (808) 689-2360.

- Check the UH West O'ahu General Catalog for pre-requisites.