UNIVERSITY OF HAWAI‘I
SYSTEM ARTICULATION AGREEMENT

Marketing (MKT) – Hawai‘i CC and Kapi‘olani CC
Management (MGT)—Sales and Marketing –
Leeward CC
Business Careers Programs – Maui CC

Revised March 2009
INTRODUCTION

The University of Hawai‘i is comprised of ten campuses located on six islands in the State of Hawai‘i. While each campus has a unique identity and mission, the ten campuses operate as one system.

Career Pathways
The State of Hawai‘i and its educational systems are participating in Career Pathways with an overall theme of “Six pathways, one system.” The six pathways are:

1. Arts and Communication
2. Business
3. Health Services
4. Industrial and Engineering Technology
5. Natural Resources
6. Public and Human Services

At the secondary and postsecondary levels, the goal of Career Pathways is to provide curriculum standards that meet business and industry requirements. Implementing these standards will ensure student attainment of a high level of academic and technical skills, a seamless transition from secondary to postsecondary educational programs and between postsecondary campuses, and a satisfying career for which the student is well prepared.

Hawai‘i P-20 Initiative
The overarching goal of the P-20 initiative is to improve student achievement at all levels of education. To this end, two of the goals of P-20 are:
1. To align standards, curricula, and assessments across all components of the state’s public education system.
2. To improve transition among the components of the education system, as well as from an educational setting to the workforce.

During the course of their education, students may decide to transfer from one campus to another in the University of Hawai‘i (UH) system. The development of an articulated program of study supports the transfer of earned academic credits within the UH system.

PURPOSE

The primary purpose of this articulation agreement is to facilitate the matriculation of students and the transfer of courses across the university system. Moreover, it is intended to inform students, whose program of study requires Marketing (MKT) 120 course as part of their degree requirements, of the program opportunities that are available to them throughout the UH system. Through this Agreement, students will have the opportunity to transfer credit for equivalent courses taken elsewhere in the UH system, reducing the potential problems of having to retake a similar course or not being credited with work that has been completed.
AGREEMENTS AND PROCEDURES

1. **Scope of Agreement.** This Articulation Agreement applies among the UH Community Colleges.

2. **Number of Credits to be Awarded.** Transfer credit among University of Hawai‘i campuses for the following courses:

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Hawai‘i CC</th>
<th>Kapi‘olani CC</th>
<th>Leeward CC</th>
<th>Maui CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Marketing</td>
<td>MKT 120 (3)</td>
<td>MKT 120 (3)</td>
<td>MKT 120 (3)</td>
<td>MKT 120 (3)</td>
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<tr>
<td>Marketing in a Global Economy</td>
<td></td>
<td></td>
<td>MKT 120 (3)</td>
<td></td>
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</tbody>
</table>

3. **General Guidelines for the Application and Award of Transfer Credits**
   
   A. **Student Eligibility:** Students must be currently enrolled at a participating University of Hawai‘i Community College campus to be eligible for the award of any transfer credit.
   
   B. **Timeline for Application:** Students should apply for transfer credits during their first year of attendance at the receiving campus.
   
   C. **Transferability:** Credits awarded within the guidelines established in this Agreement will transfer between and among designated University of Hawai‘i campuses. However, students should be informed by both "sending" and "receiving" campuses that transferred credits may not be applicable to programs outside of this Agreement.
   
   D. **Campus Procedures:** Each UH campus which is a party to this Agreement will be responsible for establishing procedures which detail the timeline and deadlines for application, review of requests for award of transfer credit, and the appeals process for such credit.

**Award of Credit through Credit-By-Examination.** Currently enrolled students wishing to receive college credit for prior learning/experience obtained outside of the University of Hawai‘i system may request to challenge MKT 120 through Credit-by-Examination. Each campus will establish procedures and administer the standardized exam, which will be a written, multiple-choice test. Students must earn a score equivalent to or greater than 70% in order to have their credits recognized by other campuses in this Agreement. Students must follow the receiving campus’ guidelines for applying for credit-by-examination. Once credits are awarded, they are transferable among campuses listed in this Agreement provided they conform to the scoring standards listed above.

The table in this document lists equivalent 100-level MKT courses within the University of Hawai‘i (UH) system covered in this Agreement. The course outline in this document has been approved by the faculty and administrations of all campuses represented in this signed Agreement. This Articulation Agreement will remain in effect through March 2014. It will be subject to review in Fall 2013, and may be continued, revised, or discontinued with the consent of all faculty members and administration of all campuses represented in this Agreement. The Articulation Agreement remains in effect during the review process.
MKT 120 Principles of Marketing (Hawai‘i, Kapi‘olani, Maui CC)  
MKT 120 Marketing in a Global Economy (Leeward CC)

Course Outline

A. Course Descriptions

HawCC: An introductory course to theories and principles of marketing. Emphasis is on understanding the importance of the channels of distribution, market research, and marketing application. Consumer buying preferences and buying behavior is examined.

KapCC: MKT 120 is an introductory course to theories and principles of marketing. Emphasis is on understanding the importance of every channel of distribution, market research, and marketing application. Consumer buying preferences and buying behavior are examined.

LeeCC: An introductory course to theories and principles of marketing in today’s global economy. Emphasis is on understanding the importance of channel of distribution, marketing research, consumer behavior, and marketing application.

MauCC: Introduces marketing principles including: channels of distribution, pricing, government regulations, consumer behavior, marketing functions and organization, product analysis, and promotional activity.

Effective Fall 2009, each University of Hawai‘i community college in this agreement agreed to submit to its Curriculum Committee the following common course modifications:
Course title: Principles of Marketing (Leeward CC only)
Course description: Introduction to marketing concepts and the application of the process of marketing products, services, and ideas to provide value and benefit to both for-profit and non-profit organizations. Students will develop an understanding of the marketing process, analyze marketing opportunities and develop strategies to fulfill the needs of target markets.

B. Hours per week
Lecture 3 hours Lab _____ Other _____ Total 3 hours

C. Prerequisites, or required preparation:
HawCC: ENG 21 or placement in ENG 102; and ENG 22 or ESL 15 or placement in ENG 100

KapCC: No prerequisites.

KauCC: No prerequisites.

LeeCC: Minimum grade of C in English 21 or 22, or equivalent, or instructor’s approval.

MauCC: ENG 19 with grade C or better, or placement of ENG 22 or 55, or consent. Recommended Preparation: ENG 22 or 55 with grade C or better, or placement of ENG 100.
D. Intended Student Learning Outcomes
   1. Explain and discuss the impact that various business cultures have on the marketing process.
   2. Analyze marketing opportunities to develop new and to improve markets for business sales growth.
   3. Analyze business functions and practices to develop marketing strategies that will result in profits for a business.

E. Course content, including approximate time to be spent on each topic.

   Concepts
   SLO #1: Explain and discuss the impact that various business cultures have on the marketing process.  
   1.1 Marketing process  
   1.2 Social responsibility.  
   1.3 Customer Relationship Management (CRM).
   25% of the course time

   SLO #2: Analyze marketing opportunities to develop new and to improve markets for business sales growth. 25% of the course time
   2.1 Marketing research process.  
   2.2 Business-to-business marketing.  
   2.3 Consumer behavior.  
   2.4 Global marketing opportunities.

   SLO # 3: Analyze business functions and practices to develop marketing strategies that will result in profits for a business. 65% of the course time
   3.1 Market segmentation strategies.  
   3.2 Product strategies.  
   3.3 Place (distribution) strategies.  
   3.4 Price strategies.  
   3.5 Promotion strategies.  
   3.6 Positioning strategies.  
   3.7 Strategic planning process.  
   3.8 Internet marketing strategies.

   Skills
   SLO #1: Explain and discuss the impact that various business cultures have on the marketing process.
   1.1 Explain the marketing process
   1.2 Discuss and give examples of companies practicing social responsibility.
   1.3 Discuss the significance of Customer Relationship Management (CRM).
   10% of the course time

   SLO #2: Analyze marketing opportunities to develop new and to improve markets for business sales growth.
   2.1 Describe the marketing research process.
   2.2 Explain business marketing.
   2.3 Distinguish different consumer behaviors.
   2.4 Identify global marketing opportunities.
   25% of the course time
SLO # 3: Analyze business functions and practices to develop marketing strategies that will result in profits for a business.

3.1 Summarize market segmentation strategies.
3.2 Explain product strategies.
3.3 Describe place (distribution) strategies.
3.4 Discuss price strategies.
3.5 Explain promotion (communication) strategies.
3.6 Explain positioning strategies.
3.7 Describe the strategic planning process.
3.8 Identify Internet marketing strategies.

F. Text and materials:
Varied, but may include:


G. Reference materials:
Varied, but may include:

The Wall Street Journal
Current events from various newspapers
Business trade journals
Magazines

H. Auxiliary materials and content:
Varied, but may include:

Articles and handouts prepared by the instructor
Magazine and newspaper articles
Films, videos, or Internet sites
Television programs
Guest speakers

I. Learning Assessment Tasks:
Use a statewide standardized comprehensive final exam. (optional)
Use objective tests, scenarios, essay questions, or research/term papers, to explain why external factors should be considered and their potential impact on business decisions or success.

J. Methods of instruction
Instructional methods vary considerably with instructors and specific instructional methods will be at the discretion of the instructor teaching the course. Suggested techniques may include, but are not limited to:

1. Quizzes and tests with feedback and discussion.
2. Lectures and class discussion.
3. Problem solving.
4. PowerPoint presentations.
5. Videos, DVDs, CD-ROMs.
7. Group activities.
8. Oral reports and other student presentations.
9. Games and simulations.
10. Homework assignments such as:
    Reading, or watching, and writing summaries and reactions to marketing issues in the
    media including newspapers, video, magazines, journals;
    Reviewing lectures, web-based materials, and other sources;
    Analyzing published business plans;
    Reading text and reference materials and answering discussion questions; and
    Researching environmental problems and issues.
11. Web-based assignments and activities.
12. Reflective journals.

Per Attachment V, CCCM # 6100 (Revised August 28, 1991)
and The Outcomes Primer by Ruth Stiehl, pp. 46-47, ©2002
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Business Careers Programs – Maui CC

Hawai‘i Community College

Rockne Freitas, Chancellor

Date

MAR 19 2009

Douglas Dykstra, Vice Chancellor for Academic Affairs

Date

3-19-09

Joni Onishi, Interim Assistant Dean
Career & Technical Education

Date

3-13-09

James Yoshida, Professor and Chair
Business Education and Technology Division

Date

3-12-09

University of Hawai‘i System Articulation Agreement

Marketing (MKT), Management (MGT)—Sales and Marketing, and Business Careers Programs

Revised March 11, 2009
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Leeward Community College

Manuel Cabral, Chancellor

Michael Pecskok, Vice Chancellor/Chief Academic Officer

B. Michael Tagawa, Assistant Dean
Career and Technical Education

Della Kunimune, Division Chair, Business Division

Ross Higa, Assistant Professor and Program Coordinator,
Management

Date
MAR 23 2009

Date
3/20/07

Date
MAR 20 2009

Date
3/19/09

Date
03/12/09
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Maui Community College

Clyde Sakamoto, Chancellor

Suzette Robinson, Vice Chancellor for Academic Affairs

Cyrille Pascual, Chair, Business and Hospitality Department

Rick Miller, Program Coordinator, Business Careers

Date

3/20/09
3/17/09
3/16/2009
3/16/2009

University of Hawai'i System Articulation Agreement Page 11 of 11
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