BA, Business Administration
Marketing Concentration
Catalog Year 2012-2013
128 Credit Hours

Johnson County Community College Coursework
80 Credit Hours

Foundation Courses (47 Credit Hours)
ENGL 121 Composition I (3)
ENGL 122 Composition II (3)
MATH 171 College Algebra or higher (3)
MATH 181 Statistics (3)
ECON 230 Economics I (3)
ECON 231 Economics II (3)
ACCT 121 Accounting I (3)
ACCT 122 Accounting II (3)
BUS 261 Business Law I (3)
BUS 141 Principles of Management (3)
SPD --- Oral Communication* (3)
Humanities Electives* (6)
Social Science Electives* (3)
Health and/or Physical Education Elective* (1)
Science course with Lab* (4)

*Choose from JCCC AA distribution list.

Electives (33 Credit Hours)
Electives may be credit hours that you have already earned or may be selected from your area(s) of interest to create an enriching educational program. Consult your JCCC advisor or JCCC faculty for course recommendations.

Most courses that count toward graduation at JCCC that are not included in the foundation areas shall transfer as elective credit, with a limit of 4 credit hours of Activity and/or Skill building courses (i.e. typing, tennis, band, HVAC).

Ottawa University Cohort Coursework
48 Credit Hours

Term	Course
1	LAS 30012 Writing and Critical Thinking in the Liberal Arts (4)
	COM 30363 Organizational Communication (4)
2	OAD 31664 Business Ethics (4)
	OAD 31863 Marketing (4)
3	OAD 40363 Advertising Strategies (4)
	OAD 40563 Public Relations (4)
4	OAD 40063 Financial Administration (4)
	OAD 40764 Marketing Communications (4)
5	OAD 41264 Marketing Research (4)
	OAD 49100 Strategies and Policies (Capstone Course) (4)
6	OAD 41364 Consumer Behavior (4)
	LAS 45012 Global Issues in the Liberal Arts (4)

Total Credit Hours Needed to Earn a Bachelor of Arts Degree: 128 Credit Hours

- 80 credit hours transferred in from JCCC or other institution
- **JCCC Associate's degree required**
- 48 upper division credit hours with Ottawa University

Other important information:

- Terms are 8 weeks in length.
- Cohort length: 1 year
- Financial Aid is available through Ottawa University for those who qualify.
- Must earn a "C" or better in all JCCC foundation coursework and Ottawa University coursework.

Ottawa U at JCCC
Contact: JCCC Counseling Center, Phone: (913) 469-3809 or
Ottawa University, Phone: (888) 710-0014
jccc.transferadvantage.com

Ottawa U at JCCC - Frequently Asked Questions

Why choose Ottawa University?

Ottawa University is a private, not-for-profit, university that was established in Ottawa, Kansas in 1865 and is affiliated with the American Baptist Church. Ottawa University is accredited by the Higher Learning Commission and is a member of the North Central Association, (312) 263-0456, www.ncahigherlearningcommission.org. Serving approximately 6,000 students nationwide with locations in Arizona, Indiana, Kansas, Wisconsin and the residential campus in Ottawa, Kansas, Ottawa University is committed to preparing students to lead lives of significance in their professions, their communities and their relationships.

What is a "cohort"?

Students will take a total of twelve (12) courses together, two at a time, one night a week for one year to complete a Bachelor of Arts degree. This is a unique feature, as students are able to get to know their classmates much better than in a typical learning environment where they have different classmates in nearly every course. The cohort programs will have two available start dates each year, in the Spring term (January) and the Fall term (August).

What are the advantages of the Ottawa U at JCCC cohort?

Students will continue to take their courses on the JCCC campus with which they are already familiar. However, students will have connections to, and benefits from, both Ottawa University and JCCC through their cohort program and beyond as alumni. The tuition rate being offered for this cohort is a special rate designed to make the total cost of completion of a bachelor's degree the most affordable in the Kansas City area. The accelerated schedule is only one year in length.

How does a student qualify to participate in a cohort program?

Students who complete an Associate's degree with Johnson County Community College and are interested in earning a bachelor's degree in Human Services, Health Care Management, Business Administration (with a concentration in Marketing) or Public Administration (with a concentration in Management) at Ottawa University should contact their counselor at JCCC or the designated counselor at Ottawa University to review the degree requirements. Students must complete certain foundation courses and elective hours at JCCC to qualify to participate in the cohort program. Official transcripts must be provided to Ottawa University from all previous schools attended. Only courses for which students have received a grade of "C" or better (2.0 on a 4.0 scale) may be transferred and applied toward degree requirements to satisfy major and breadth area requirements. Courses with a grade of "D" may be considered for application toward the required 128 credits needed for graduation. Students must have a minimum cumulative grade point average of 2.00 to graduate from Ottawa.

What counts as an "elective"?

Electives may be credit hours that you have already earned or may be selected from your area(s) of interest to create an enriching educational program. Consult your JCCC advisor or JCCC faculty for course recommendations. Any course that counts toward graduation at JCCC that is not included in the foundation areas may transfer as elective credit, with a limit of 4 credit hours of Activity and/or Skill building courses (i.e. typing, tennis, band, HVAC).

Who do I contact about registration?

You may call (888) 710-0014 to speak to an Ottawa University advisor, or make an appointment with the Ottawa University Advisor through the JCCC Counseling Center reservation system. Students will need to complete the Ottawa University application for admissions.

How much does it cost?

The tuition rate for this cohort is $275 per credit hour. This allows students to complete an associate's degree and a bachelor's degree for less than $20,000 total. Federal financial aid is available to those who qualify. Information on the application process can be found online at the Ottawa website, or by calling (888) 404-6852.

What happens if a student withdraws/is withdrawn?

If a student withdraws, he/she will be advised to complete the remainder of the coursework at the campus in Kansas City or online. However, the special tuition rate will no longer apply. Should a student encounter a personal situation that prohibits the student from remaining in the course sequence, a committee within Ottawa University will determine whether the student can rejoin the Cohort Group at another time (assuming the courses do not require prerequisites).

Ottawa University
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