

**Transfer  
with  
Ease**

# Articulation Agreement

**BACHELOR OF SCIENCE: BUSINESS ADMINISTRATION**

## Marketing

**Catalog Year 2020 - 2021**

### Murray State College

### East Central University

#### Associate of Science Business

- BC 2113 Business Communications
- BM 1103 Introduction to Business
- CIS 1113 Computer Applications ^ ‡
- COL 1211 Academic Success
- ENG 1113 English Comp I
- HST 1483 U.S. History to 1877 OR  
HST 1493 U.S. History since 1877 16 hrs.
- ACCT 2103 Fund of Financial Accounting ‡
- ENG 1213 English Comp II
- GVT 1113 American Federal Government
- HWP 1112 Personal Health OR  
HWP 2212 First Aid
- MTH 1513 Pre Calculus OR MTH 1483 Mathemati-  
cal Functions and their Uses 18 hrs.
- ~4 hrs. Life Science with lab
- ACCT 2203 Fund of Managerial Accounting ‡
- BUS 2763 Professional Development (RECOMMENDED)
- ECO 2113 Principles of Macroeconomics ‡
- ~4 hrs. Physical Science with Lab
- ~3 hrs. Humanities Elective 16 hrs.
- ACC 2303 Computerized Accounting (RECOMMENDED)
- BM 2533 Small Business Management (RECOMMENDED)
- ECO 2123 Principles of Microeconomics ‡
- ECO 2603 Business & Economic Statistics ‡
- ~3 hrs. Humanities Elective 15 hrs.

**Total Credit Hours** 65 hrs.

^ ‡ Please see chart on second page for  
course equivalencies

#### Bachelor of Science Business Administration

- BUSLW 3213 The Legal Environment of Business
- COMM 2533 Communication in the Workplace
- MGMT 3013 Principles of Management
- MIS 3433 Management Information Systems
- MKTG 3313 Principles of Marketing 15 hrs.
- FIN 3113 Financial Management
- MKTG 3333 Digital Marketing (S)
- MGMT 3063 Production/Operations Management
- MKTG 3813 Professional Selling (S)
- ~3 hrs. Upper Level Business Elective 15 hrs.
- BUS 4213 Business Ethics
- BUS 4103 Global Business
- MKTG 4413 Marketing Research (F)
- MKTG 3423 Integrated Marketing Communications
- ~3 hrs. Upper Level Business Elective 15 hrs.
- BUS 4303 Business Strategy & Policy
- MKTG 4623 Marketing Analytics and Strategy (S)
- ~3 hrs. Upper Level Business Elective
- ~3 hrs. General Elective
- ~3 hrs. General Elective 15 hrs.

**Total Credit Hours** 60 hrs.

(F) Course normally taught in Fall semester only

(S) Course normally taught in Spring semester only



**YOUR FUTURE - YOUR CHOICE**



# Course Equivalency Table

Murray State College	East Central University
ACCT 2103 Fund of Financial Accounting	ACCT 2103 Financial Accounting ‡
ACCT 2203 Fund of Managerial Accounting	ACCT 2203 Managerial Accounting ‡
BM 1103 Introduction to Business	BUS 1113 Foundations of Business
BC 2113 Business Communications	BUCOM 3133 Business Comm. & Report Writing
CIS 1113 Computer Applications ^	CMPSC 1513 Computer Literacy ‡
ECO 2113 Principles of Macroeconomics	ECON 2003 Principles of Macroeconomics ‡
ECO 2123 Principles of Microeconomics	ECON 2013 Principles of Microeconomics ‡
ECO 2603 Business & Economic Statistics	BSEC 2603 Business & Economic Statistics ‡
MTH 1513 Pre Calculus OR MTH 1483 Mathematical Functions and their Uses	MATH 1513 College Algebra ‡ OR MATH 1613 Functions and Modeling

**NOTES:**

- ⇒ Articulated using MSC's A.S. for Business and without a Minor. A Minor is not required.
  
- ⇒ ‡ The ECU School of Business requires non-accounting students to complete these courses with a grade of "C" or better. Accounting students need to complete the courses with a grade of "B" or better. Students taking these courses at MSC planning to transfer to ECU, will need to meet the same requirements.
  
- ⇒ ^ Will be substituted for MIS 1903 Computer Business Applications
  
- ⇒ A student transferring with an Associate degree in Arts or Science from MSC fulfills ECU's general education requirement by transferring his or her credit to East Central University. Transferring credit for general education does not eliminate or otherwise affect any of the following ECU requirements: (1) prerequisites; (2) specific requirements in majors, minors, or related work in these areas; or (3) the requirements for teacher certification. General Education equivalencies can be found by referring to either the Oklahoma State Regents Transfer Matrix or the ECU Transfer Matrix. Both matrices can be found at [www.ecok.edu](http://www.ecok.edu) by clicking on *Admissions* and scrolling down to *Course Transfer Matrix*.
  
- ⇒ A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at MSC may equate in content to an ECU 3000-4000 level course, but it will not be counted as part of the 40 hours of upper level courses.
  
- ⇒ A student must earn at least 60 semester hours, excluding physical activity courses, at a baccalaureate degree granting institution.
  
- ⇒ A Student must earn at least 124 credit hours that apply to an ECU Bachelor's degree.