

East Central University/Seminole State College Articulation Agreement

Bachelor of Science: Business Administration

Marketing Concentration Catalog Year 2017-2018

Associate in Science—Business

- SOC 1101 Freshman Seminar
- ENG 1113 Composition I
- HPER 1012 Wellness and Human Development
- MATH 1513 Pre-Calculus*‡
- Life Science Elective w/Lab
- CAP 1103 Intro to Microsoft Office^^‡ 16

- ENG 1213 Composition II
- SPCH 1143 Speech^
- GOV 1113 American National Government
- Physical Science Elective w/Lab
- ACCT 1413 Introduction to Accounting (RECOMMENDED)16

- BA 1123 Introduction to Business (RECOMMENDED)
- ACCT 2033 Financial Accounting*‡
- BA 2253 Business Statistics*‡
- BA 2113 Macroeconomics*‡
- HIST 1483 American History Survey To 1877 **OR**
HIST 1493 American History Survey Since 1877 15

- ACCT 2123 Managerial Accounting*
- BA 2213 Microeconomics*
- BA 2243 Personal Finance (RECOMMENDED)
- Humanities Elective
- Humanities Elective 15

Total Credit Hours 62

Bachelor of Science—Marketing

- MGMT 3013 Principles of Management
- BUCOM 3133 Business Communication & Report Writing
- BUSLW 3213 The Legal Environment of Business
- MIS 3433 Management Information Systems
- MKTG 3313 Principles of Marketing 15

- MKTG 3333 Digital Marketing (S)
- MGMT 3063 Production/Operations Management
- MKTG 3353 Retailing and eBusiness Management (S)
- FIN 3113 Financial Management
- 3 Upper Level Business Elective 15

- BUS 4213 Business Ethics
- BUS 4103 Global Business
- MKTG 3813 Professional Selling (F)
- MKTG 4413 Marketing Research (F)
- 3 Upper Level Business Elective 15

- BUS 4303 Business Strategy & Policy
- MKTG 4623 Marketing Analytics and Strategy (S)
- 3 Upper Level Business Elective
- 3 General Elective
- 3 General Elective
- 2 General Elective 17

Total Credit Hours 62

(F) Course normally taught in fall semester only

(S) Course normally taught in spring semester only

* ‡ please see chart on second page for course equivalencies



Total Credit Hours Taken: 124
Total Credit Hours Applied to BS Degree: 124

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Bachelor of Science: Business Administration - Marketing

Course Equivalency Table

Seminole State College	East Central University
CAPS 1103 Intro to Microsoft Office^^	CMPSC 1513 Computer Literacy‡
BA 2113 Macroeconomics	ECON 2003 Principles of Macroeconomics‡
BA 2213 Microeconomics	ECON 2013 Principles of Microeconomics
BA 2253 Business Statistics	BSEC 2603 Bus and Econ Statistics‡
ACCT 2033 Financial Accounting	ACCT 2103 Financial Accounting‡
ACCT 2123 Managerial Accounting	ACCT 2203 Managerial Accounting
MATH 1513 Pre-Calculus	MATH 1513 College Algebra‡
SPCH 1143 Speech^	COMM 1113 Fundamentals of Human Communication

‡The ECU School of Business requires students complete these courses with a grade of "C" or better. Students taking these courses at SSC planning to transfer to ECU, will need to meet the same requirements.

Articulated using SSC's A.S. For Business.

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 by clicking on *Academics* and scrolling down to *Course Transfer Matrix*.

Articulated without a minor. A minor is not required, please see an advisor for appropriate courses.

If students take other lower level Business classes at SSC that equate to upper level classes at ECU, course content will transfer, but upper level hour credit will not be awarded resulting in additional upper level classes being required to complete degree requirements.

^ Will be substituted for COMM 2253 Communication in the Workplace

^^ Will be substituted for MIS 1903 Computer Business Applications

NOTES:

A student transferring with an Associate degree in Arts or Science from SSC 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.

A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at SSC 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.