

East Central University/Eastern Oklahoma State College Articulation Agreement

Bachelor of Science: Business Administration

Marketing Concentration Catalog Year 2017-2018

Associate of Science—Business Administration

| | |
|--|----|
| <input type="checkbox"/> —4 Life Science Elective | |
| <input type="checkbox"/> ENGL 1113 Freshman Comp I | |
| <input type="checkbox"/> CIS 1113 Computer Applications*‡ | |
| <input type="checkbox"/> MATH 1513 College Algebra*‡ | |
| <input type="checkbox"/> BUS AD 1123 Introduction to Business | |
| <input type="checkbox"/> OLS 1111 Orientation and Library Science | 17 |
| <hr/> | |
| <input type="checkbox"/> ENGL 1213 Freshman Comp II | |
| <input type="checkbox"/> SPCH 1113 Fundamentals of Speech^ | |
| <input type="checkbox"/> POL SCI 1113 American Federal Government | |
| <input type="checkbox"/> ECON 2113 Introduction to Macroeconomics*‡ | |
| <input type="checkbox"/> —4 Physical Science Elective | 16 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2103 Financial Accounting*‡ | |
| <input type="checkbox"/> BUS AD 2113 Business Statistics*‡ | |
| <input type="checkbox"/> HIST 1483 American History to 1877 OR HIST 1493 American History since 1877 | |
| <input type="checkbox"/> ECON 2123 Introduction to Microeconomics* | |
| <input type="checkbox"/> Humanities Elective (3 Hrs) (VIA) | 15 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2203 Managerial Accounting* | |
| <input type="checkbox"/> MATH/BUS AD 2203 Business Calculus (RECOMMENDED) | |
| <input type="checkbox"/> Humanities Elective (3 Hrs) (VI B) | |
| <input type="checkbox"/> BUS AD 1133 Human Relations (RECOMMENDED) | |
| <input type="checkbox"/> —3 Major Field Elective | |
| <input type="checkbox"/> —2 Elective | 17 |
| <hr/> | |
| Total Credit Hours | 65 |

Bachelor of Science—Business Administration

| | |
|---|----|
| <input type="checkbox"/> MGMT 3013 Principles of Management | |
| <input type="checkbox"/> BUCOM 3133 Business Communication & Report Writing | |
| <input type="checkbox"/> BUSLW 3213 The Legal Environment of Business | |
| <input type="checkbox"/> MIS 3433 Management Information Systems | |
| <input type="checkbox"/> MKTG 3313 Principles of Marketing | 15 |
| <hr/> | |
| <input type="checkbox"/> MKTG 3333 Digital Marketing (S) | |
| <input type="checkbox"/> MGMT 3063 Production/Operations Management | |
| <input type="checkbox"/> MKTG 3353 Retailing and eBusiness Management (S) | |
| <input type="checkbox"/> FIN 3113 Financial Management | |
| <input type="checkbox"/> —3 Upper Level Business Elective | 15 |
| <hr/> | |
| <input type="checkbox"/> BUS 4213 Business Ethics | |
| <input type="checkbox"/> BUS 4103 Global Business | |
| <input type="checkbox"/> MKTG 3813 Professional Selling (F) | |
| <input type="checkbox"/> MKTG 4413 Marketing Research (F) | |
| <input type="checkbox"/> —3 Upper Level Business Elective | 15 |
| <hr/> | |
| <input type="checkbox"/> BUS 4303 Business Strategy & Policy | |
| <input type="checkbox"/> MKTG 4623 Marketing Analytics and Strategy (S) | |
| <input type="checkbox"/> —3 Upper Level Business Elective | |
| <input type="checkbox"/> —3 General Elective | |
| <input type="checkbox"/> —3 General Elective | 15 |
| <hr/> | |
| Total Credit Hours | 60 |

* ‡ please see chart on second page for course equivalencies



(F) Course normally taught in fall semester only
(S) Course normally taught in spring semester only



| | |
|---|------------|
| Total Credit Hours Taken: | 125 |
| Total Credit Hours Applied to BS Degree: | 124 |

East Central University/Eastern Oklahoma State College Articulation Agreement

Bachelor of Science: Business Administration-Marketing

Course Equivalency Table

| Eastern Oklahoma 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 |
| ECO 2113 Principles of Macroeconomics | ECON 2003 Principles of Macroeconomics‡ |
| ECO 2123 Principles of Microeconomics | ECON 2013 Principles of Microeconomics |
| CIS 1113 Computer Applications | MIS 1903 Computer Business Applications‡ |
| BUS AD 2113 Business Statistics | BSEC 2603 Business & Economic Statistics‡ |
| SPCH 1113 Fundamentals of Speech^ | COMM 1113 Fundamentals of Human Communication |
| MATH 1513 College Algebra | MATH 1513 College Algebra‡ |

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

Articulated using EOSC’s A.S. in 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 EOSC 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

NOTES:

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