

Bachelor of Science: Business Administration

Marketing Concentration

Catalog Year 2018-2019

Associate of Science—Business Administration

- 4 Life Science Elective
- ENGL 1113 Freshman Comp I
- CIS 1113 Computer Applications*‡
- MATH 1513 College Algebra*‡
- BUS AD 1123 Introduction to Business
- OLS 1111 Orientation and Library Science 17

- ENGL 1213 Freshman Comp II
- SPCH 1113 Fundamentals of Speech^
- POL SCI 1113 American Federal Government
- ECON 2113 Introduction to Macroeconomics*‡
- 4 Physical Science Elective 16

- ACCT 2103 Financial Accounting*‡
- BUS AD 2113 Business Statistics*‡
- HIST 1483 American History to 1877 **OR**
HIST 1493 American History since 1877
- ECON 2123 Introduction to Microeconomics*
- Humanities Elective (3 Hrs.) (VIA) 15

- ACCT 2203 Managerial Accounting*
- MATH/BUS AD 2203 Business Calculus (**RECOMMENDED**)
- Humanities Elective (3 Hrs.) (VI B)
- BUS AD 1133 Human Relations (**RECOMMENDED**)
- 3 Major Field Elective
- 2 Elective 17

- Total Credit Hours** **65**

Bachelor of Science—Business Administration

- MGMT 3013 Principles of Management
- BUCOM 3133 Business Communication & Report Writing
- BUSLW 3213 The Legal Environment of Business
- MIS 1903 Computer Business Applications
- MKTG 3313 Principles of Marketing 15

- MKTG 3333 Digital Marketing (S)
- MGMT 3063 Production/Operations Management
- MKTG 3813 Professional Selling(S)
- FIN 3113 Financial Management
- MIS 3433 Management Information Systems 15

- BUS 4213 Business Ethics
- BUS 4103 Global Business
- MKTG 3423 Integrated Marketing Communications (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 Upper Level Business
- 3 General Elective 15

- Total Credit Hours** **60**

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

* ‡ please see chart on second page for course equivalencies



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	CMPSC 1513 Computer Literacy‡
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.