

**Transfer  
with  
Ease**

# Articulation Agreement

**BACHELOR OF SCIENCE: BUSINESS ADMINISTRATION**

## Marketing Catalog Year 2019 - 2020

### Eastern Oklahoma State College

### East Central University

#### Associate of Science Business Administration

#### Bachelor of Science Business Administration

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

- BUCOM 3133 Business Communication & Report Writing
- BUSLW 3213 The Legal Environment of Business
- MGMT 3013 Principles of Management
- MKTG 3313 Principles of Marketing
- MIS 3433 Management Information Systems 15 hrs.
  
- FIN 3113 Financial Management
- MKTG 3333 Digital Marketing (S)
- MKTG 3813 Professional Selling (S)
- —3 hrs. Upper Level Business Elective
- —3 hrs. General Electives 15 hrs.
  
- BUS 4213 Business Ethics
- MGMT 3063 Production/Operations Management
- MKTG 3423 Integrated Marketing Communications
- MKTG 4413 Marketing Research (F)
- —3 hrs. Upper Level Business Elective 15 hrs.
  
- BUS 4103 Global Business
- BUS 4303 Business Strategy & Policy
- MKTG 4623 Marketing Analytics and Strategy (S)
- —6 hrs. Upper Level Business Elective 15 hrs.
  
- Total Credit Hours 60 hrs.**

^ ‡ 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



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# 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 ‡
BUS AD 1123 Introduction to Business	BUS 1113 Foundations of Business
BUS AD 2113 Business Statistics	BSEC 2603 Business & Economic Statistics ‡
SPCH 1113 Fundamentals of Speech^	COMM 1113 Fundamentals of Human Communication
CS 1113 Computer Applications^	CMPS 1513 Computer Literacy ‡
MATH 1513 College Algebra or Math 1523	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.
- ⇒ ^ Will be substituted for COMM 2253 Communication in the Workplace and MIS 1903 Computer Busi-

## NOTES:

- ⇒ Articulated using EOSC’s A.S. for Business and without a Minor. A Minor is not required.
- ⇒ 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. 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 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.