

East Central University/Murray State College Articulation Agreement

Bachelor of Science: Business Administration

Marketing Concentration Catalog Year 2017-2018

Associate of Science—Business

- | | |
|--|----|
| <input type="checkbox"/> COL 1211 Academic Success | |
| <input type="checkbox"/> ENG 1113 English Comp I | |
| <input type="checkbox"/> HST 1483 U.S. History to 1877 OR
HST 1493 U.S. History since 1877 | |
| <input type="checkbox"/> BM 1103 Introduction to Business | |
| <input type="checkbox"/> CIS 1113 Computer Applications [^] ‡ | |
| <input type="checkbox"/> BC 2113 Business Communications* | 16 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2103 Fund of Financial Acctg*‡ | |
| <input type="checkbox"/> ENG 1213 English Comp II | |
| <input type="checkbox"/> MTH 1513 College Algebra*‡ | |
| <input type="checkbox"/> HWP 1112 Personal Health OR
HWP 2212 First Aid | |
| <input type="checkbox"/> GVT 1113 American Federal Government | |
| <input type="checkbox"/> ----4 Life Science with Lab | 18 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2203 Fund of Managerial Acctg* | |
| <input type="checkbox"/> ECO 2113 Prin of Macroeconomics*‡ | |
| <input type="checkbox"/> Science with Lab elective | |
| <input type="checkbox"/> Humanities Elective | |
| <input type="checkbox"/> BUS 2763 Professional Development (RECOMMENDED) | 16 |
| <hr/> | |
| <input type="checkbox"/> ACC 2303 Computerized Accounting (RECOMMENDED) | |
| <input type="checkbox"/> ECO 2123 Prin of Microeconomics*‡ | |
| <input type="checkbox"/> ECO 2603 Business & Economic Statistics*‡ | |
| <input type="checkbox"/> BM 2533 Small Business Management (RECOMMENDED) | |
| <input type="checkbox"/> Humanities Elective | 15 |
| <hr/> | |
| Total Credit Hours | 65 |

* ^ please see chart on second page for course equivalencies



Bachelor of Science—Business Administration

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|---|----|
| <input type="checkbox"/> MGMT 3013 Principles of Management | |
| <input type="checkbox"/> COMM 2533 Communication in the Workplace | |
| <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 |
| (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

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Bachelor of Science: Business Administration-Marketing Course Equivalency Table

Murray State College	East Central University
ACCT 2103 Fund of Financial Acctg‡	ACCT 2103 Financial Accounting
ACCT 2203 Fund of Managerial Acctg	ACCT 2203 Managerial Accounting
ECO 2113 Prin of Macroeconomics‡	ECON 2003 Principles of Macroeconomics
ECO 2123 Prin of Microeconomics‡	ECON 2013 Principles of Microeconomics
ECO 2603 Business & Economic Statistics‡	BSEC 2603 Business & Economic Statistics I
MTH 1513 College Algebra‡	MATH 1513 College Algebra
BC 2113 Business Communications**	BUCOM 3133 Business Comm. & Report Writing
CIS 1113 Computer Applications^^‡	CMPSC 1513 Computer Literacy

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

Articulated using MSC’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 courses at MSC that equate to upper level courses at ECU, course content will transfer, but upper level credit will not be awarded resulting in additional upper level classes being required to complete degree requirements.

^^Will be substituted for MIS 1903 Computer Business Applications

NOTES:

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.

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.