

**Transfer
with
Ease**

Articulation Agreement

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION

Marketing

Catalog Year 2019–2020

Oklahoma City Community College

East Central University

Associate of Science–Business

- SCL 1001 Success in College and Life
- ENGL 1113 English Composition I
- Math 1483 Functions and Modeling ^
- HIST 1483 U.S. History to 1877 OR
HIST 1493 U.S. History 1877 to Present
- – 3-4 hrs. Gen. Ed. Bio Science (one science must contain lab)
- – 3 hrs. Gen. Ed. Humanities Elective **16-17 hrs.**

- ENGL 1213 English Composition II
- BUS 1013 Introduction to Business (Supportive Elective)
- ACCT 2113 Accounting I/Financial
- POLSC 1113 American Federal Government
- – 3 hrs. Gen. Ed. Humanities Elective **15 hrs.**

- CS 1103 Intro to Computers & Applications (Gen. Ed.)
- BUS 2033 Business Communication
- FIN 1013 Personal Finance (Support)
- ACCT 2123 Accounting II/Managerial
- ECON 2123 Principles of Microeconomics **15 hrs.**

- MATH 1743 Calculus I for Business, Life Sciences and
Social Sciences
- COM 2213 Intro to Public Speaking
- ECON 2023 Statistics for Business and Economics
- ECON 2143 Principles of Macroeconomics
- – 3-4 hrs. Gen. Ed. Physical Science (one science must contain lab) **15- 16 hrs.**

Total Credit Hours 62 hrs.

^ *† Please see chart on second page for course equivalencies

Bachelor of Science–Business Administration

- BUSLW 3213 The Legal Environment of Business
- FIN 3113 Financial Management
- MGMT 3013 Principles of Management
- MKTG 3313 Principles of Marketing
- MIS 3433 Management Information Systems **15 hrs.**

- MGMT 3063 Production/Operations Management
- MKTG 3333 Digital Marketing (S)
- MKTG 3813 Professional Selling (S)
- – 3 hrs. Upper Level Business Elective
- – 5 hrs. General Electives **17 hrs.**

- BUS 4213 Business Ethics
- MKTG 3423 Integrated Marketing Communications (F)
- MKTG 4413 Marketing Research (F)
- – 3 hrs. General Elective
- – 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 62 hrs.



YOUR FUTURE - YOUR CHOICE



Course Equivalency Table

Oklahoma City Community College	East Central University
ACCT 2113 Accounting I/Financial	ACCT 2103 Financial Accounting‡
ACCT 2123 Accounting II/Managerial	Acct 2203 Managerial Accounting‡
BUS 2033 Business Communication	BUCOM 3133 Communication and Report Writing
COM 2213 Intro to Public Speaking^	COM 1113 Fundamentals of Human Communication*
CS 1103 Introduction to Computers and Applications^	CMPSC 1513 Computer Literacy*
ECON 2143 Principles of Microeconomics	ECON 2003 Principles of Microeconomics*
ECON 2023 Principles of Macroeconomics	ECON 2013 Principles of Macroeconomics*
FIN 1013 Personal Finance	FIN 1113 Financial Literacy
MATH 1483 Functions and Modeling ^	MATH 1614 College Algebra w/ Business Applications

- ⇒ ‡ The ECU School of Business requires non-accounting students to complete these courses with a grade of “C” or better. Accounting students need to complete the courses with a grade of “B” or better. Students taking these courses at OCCC planning to transfer to ECU, will need to meet the same requirements.
- ⇒ * The ECU School of Business requires students to complete these courses with a grade of “C” or better. Students taking these courses at OCCC planning to transfer to ECU, will need to meet the same requirements.
- ⇒ ^ Will be substituted for MIS 1903 Computer Business Applications, COMM 2253 Communication in the Workplace and MATH 1513 College Algebra.

- ⇒ Articulated using OCCC’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 OCCC 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 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 OCCC 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.
- ⇒ A Student must earn at least 124 credit hours that apply to an ECU Bachelor’s degree.