

Transfer  
with  
Ease

# Articulation Agreement

BACHELOR OF SCIENCE: BUSINESS ADMINISTRATION

## Marketing

Catalog Year 2022 - 2023

### Seminole State College

### East Central University

#### Associate of Science—Business

- CAP 1103 Intro to Microsoft Office ^ §
- ENG 1113 Composition I
- HPER 1012 Wellness and Human Development
- MATH 1523 Pre-Calculus for Business and Biology §
- STSC 1002 Learning Strategies
- ~ 4 hrs. Life Science Elective w/Lab 17 hrs.
  
- ACCT 1413 Intro to Accounting (RECOMMENDED)
- ENG 1213 Composition II
- GOV 1113 American National Government
- SPCH 1143 Speech ^
- —4 hrs. Physical Science Elective w/Lab 16 hrs.
  
- ACCT 2033 Financial Accounting ‡
- BA 1123 Introduction to Business (RECOMMENDED)
- BA 2253 Business Statistics §
- BA 2113 Macroeconomics §
- HIST 1483 American History to 1877 OR HIST 1493 American History Since 1877 15 hrs.
  
- ACCT 2123 Managerial Accounting ‡
- BA 2213 Microeconomics
- MATH 2213 Calculus for Business and Biology (RECOMMENDED)
- —3 hrs. Humanities Elective
- —3 hrs. Humanities Elective 15 hrs.
  
- Total Credit Hours 63 hrs.**

^ ‡ # § Please see chart on second page for course equivalencies

#### Bachelor of Science—Business Administration

- BUCOM 3133 Business Communication & Report Writing
- BUSLW 3213 The Legal Environment of Business
- FIN 3113 Financial Management
- MGMT 3013 Principles of Management
- MKTG 3313 Principles of Marketing 15 hrs.
  
- MGMT 3063 Production/Operations Management
- MIS 3433 Management Information Systems
- MKTG 3333 Digital Marketing (S)
- MKTG 3813 Professional Selling (S)
- —3 hrs. Upper Level Business Elective 15 hrs.
  
- BUS 4213 Business Ethics
- BUS 4103 Global Business
- MKTG 3423 Integrated Marketing Comm. (F)
- MKTG 4413 Marketing Research (F)
- —3 hrs. Upper Level Business Elective 15 hrs.
  
- BUS 4303 Business Strategy & Policy
- MKTG 4623 Marketing Analytics and Strategy (S)
- —3 hrs. Upper Level Business Elective
- —8 hrs. General Elective 17 hrs.
  
- **Total Credit Hours 62 hrs.**

(F) Course normally taught in Fall semester only

(S) Course normally taught in Spring semester only



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# Course Equivalency Table

Seminole State College	East Central University
ACCT 2033 Financial Accounting	ACCT 2103 Financial Accounting ‡
ACCT 2123 Managerial Accounting	ACCT 2203 Managerial Accounting ‡
BA 1123 Introduction to Business	BUS 1113 Foundations of Business
BA 2113 Macroeconomics	ECON 2003 Principles of Macroeconomics §
BA 2213 Microeconomics	ECON 2013 Principles of Microeconomics
BA 2253 Business Statistics	BSEC 2603 Bus and Econ Statistics §
CAP 1103 Intro to Microsoft Office <sup>^</sup>	CMPSC 1513 Computer Literacy §
MATH 1523 Pre-Calculus for Business and Biology <sup>^</sup>	MATH 1613 Functions & Modeling §
SPCH 1143 Speech <sup>^</sup>	COMM 1113 Fundamentals of Human Communication

## NOTES:

- ⇒ Articulated using SSC's A.S. for Business and without a Minor. A Minor is not required.
- ⇒ ‡ The ECU School of Business requires non-accounting students to complete these courses with a grade of "C" or better. Students taking these courses at SSC planning to transfer to ECU, will need to meet the same requirements.
- ⇒ # Accounting students need to complete the courses with a grade of "B" or better. Students taking these courses at SSC 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 SSC planning to transfer to ECU will need to meet the same requirements.
- ⇒ <sup>^</sup> Course Substitutions;
  - SSC's SPCH 1143 will be substituted for COMM 2253 Communication in the Workplace
  - SSC's CAP 1103 will be substituted for MIS 1903 Computer Business Applications
  - SSC's MATH 1523 Pre-Calculus for Business and Biology will be substituted for MATH 1613 Functions & Modeling
- ⇒ An equivalent to ECU's MATH 1613 Functions and Modeling will be accepted for the Math requirement.
- ⇒ A student transferring with an Associate degree in Arts or Science from SSC 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 SSC 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