

Transfer Agreement

Oklahoma State University: A.S. Business
and
University of Central Oklahoma: B.B.A. Marketing
Major Code: 2140

OSU Institute of Technology	University of Central Oklahoma
ENGL 1113 Freshman Comp I	ENG 1113 English Composition
ENGL 1213 Freshman Comp II	ENGL 1213 English Composition and Research
SPCH 1113 Introduction to Speech	MCOM 1113 Fundamentals of Speech
MATH 1513 College Algebra	MATH 1413 College Algebra for Business (sub)
STAT 2013 Statistics I	ECON 2173 Principles of Business Statistics (sub)
One course must be a lab science course	
BIOL 1014 General Biology	BIO 1114 General Biology & BIO 1211 Gen Bio Lab
PHYS1204 General Physical Science (or other options as listed in the OSU-IT catalog)	PHY 1014 University Physical Science
HUM 1013 Humanities I	HUM 2113 General Humanities Can-Med
HUM 1033 Humanities II (or other options as listed in the OSU-IT catalog)	HUM 2223 General Humanities Ren-Mod
POLS 1113 US Government	POL 1113 American National Government
HIST 1483 US History to 1865 or	HIST 1483 History of US to 1877 or
HIST 1493 US History since 1865	HIST 1493 History of US since 1877
CS 1013 Computer Literacy and Applications	CMSC 1053 Pro Computer Apps & Prob Solv
HHP 1113 Personal Health or	HLTH 1112 Healthy Life Skills or
NSCI 1113 Introduction to Nutrition	NTRN 1513 Introduction to Nutrition
ORIE 1011 College Strategies	<i>Elective</i>
	OSU-IT A.S. completes the UCO University Core requirements.
ACCT 2103 Financial Accounting	ACCT 2113 Accounting I
ACCT 2203 Managerial Accounting	ACCT 2133 Accounting II
ECON 2103 Microeconomics	ECON 2103 Principles of Microeconomics
ECON 2203 Macroeconomics	ECON 2203 Principles of Macroeconomics
MATH 2713 Calculus	MATH 2053 Business Calculus (sub)

To include additional course work required for the A.S. as presented in the OSUIT Catalog.

60-64 hours

Total at UCO.....60-64

Marketing.....51

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Required courses:.....27

- MRKT 3013 Principles of Marketing
- MGMT 3103 Principles of Management
- LS 3113 Legal Environment of Business
- BCOM 3143 Business Communication
- ISOM 3263 Management Information Systems
- ISOM 3313 Operations Management
- FIN 3563 Fundamentals of Business Finance
- MGMT 4813 Strategic Management (Seniors only)

Select ONE course from the following:

- ECON 4103 Economic Growth and Development
- ECON 4403 International Economics
- ECON 4603 Comparative Economic Systems
- FIN 4273 International Finance
- LS 4533 Law of International Business Transactions
- MGMT 4253 International Management
- MRKT 4413 International Marketing

Marketing..... 24

Required courses:..... 12

- MRKT 3423 Consumer and Marketing Behavior
- MRKT 4113 Marketing Research
- MRKT 4463 Integrated Marketing Communication
- MRKT 4813 Marketing Management

Elective Marketing12

Any 3000/4000 level MRKT course

Courses in other fields that may also be selected:

- BCOM 4333 Negotiations
- ECON 3123 Intermediate Business Statistics
- GEO 4113 Geographic Information Systems
- MCOM 2193 Principles of Public Relations

Electives to bring total to 124

Grade Requirements

1. Average in (a) all college course work, (b) course work at UCO, and (c) major courses.....2.25
2. In all Business Support Courses and Business Core Courses minimum grade of.....“C”

For other regulations pertaining to graduation, see the UCO 2015-2016 Undergraduate Catalog.