Marketing
Program Transfer Agreement

Murray State College: A.S. in Business
and
Southeastern Oklahoma State University: B.B.A. in Marketing
Major Code: 095

Murray State College

ENG 1113: English Composition I #
ENG 1213: English Composition II #
MATH 1513: College Algebra #
CIS 1113: Computer Applications
HST 1483 or 1493: U. S. History #
GVT 1113: American Federal Government #
HWP 1112: Personal Health #
SPC 1113: Fundamentals of Speech #
ECO 2113: Principles of Macroeconomics #
ECO 2123: Principles of Microeconomics #
ECO 2603: Business & Economic Statistics
BM 1103: Introduction to Business
ACC 2103: Fundamentals of Financial Accounting
ACC 2203: Fundamentals of Managerial Accounting
ORI 1011: New Student Orientation
Science Core (8 hours) #
Humanities electives (6 hours) #
Arts & Sciences electives (6 hours)
Program electives (6 hours)

SEOSU Requirement

ENG 1113: Composition I
ENG 1213: Composition II
MATH 1513: College Algebra
BIM 1553 Business Computer Apps
HIST 1513 or 1523: United States History
POSC 1513: American Federal Government
HPER 1113: Wellness & Positive Life
COMM 2213: Business & Professional Speaking
ECON 2113: Principles of Macroeconomics
ECON 2213: Principles of Microeconomics
BUS 2633: Business Statistics
BUS 1133: Introduction to Business
ACCT 2103: Fundamentals of Financial Accounting
ACCT 2203: Fundamentals of Managerial Accounting
Elective
Science Core (8 hours)
Humanities electives (6 hours)
Arts & Sciences electives (6 hours)
Program electives (6 hours)

Total: .................................................................68
(To include additional coursework required for the A.S. as stated in the MSC catalog.)

Remaining Southeastern Oklahoma State University courses: .....................60

Total hours to complete degree: ..........................................................128

**MSC A.S. degree completes SE university core requirements.
Required SE Courses

Business Core ......................................................................................................................................... 28
  BIM 3183: Business Information Management
  BLAW 3123: Legal Environment of Business #
  BUS 3333: Business Ethics
  ENG 3903: Technical and Professional Writing #
  FIN 3113: Business Finance
  MNGT 3113: Management and Organizational Behavior #
  MKT 3233: Principles of Marketing
  MNGT 3243: Production and Operations Management
  MNGT 4633: Business Policy
  BUS 4901 Career Development Seminar

Marketing ............................................................................................................................................... 32
  MKT 3633: Consumer Behavior
  MKT 4333: Marketing Research
  MKT 4643: Marketing Management
  Marketing electives (9 hours)
  Business electives (6 hours, at least 3 hours 4000 level)
  General electives (5 hours)

NOTE: The major-minor program is just one component of a baccalaureate degree. For other degree requirements, see pages 56-60 of the SE Academic Catalog.