Transfer Agreement
Eastern Oklahoma State College: A.S. Business Administration
and
Southeastern Oklahoma State University:
B.B.A. in Marketing
Major Code: 095

EOSC College Courses
ENGL 1113 Freshman Composition I #
ENGL 1213 Freshman Composition II #
MATH 1513 College Algebra #
BUSAD 2113 Business Statistics
HIST 1483 American History to 1877 #
Or
HIST 1493 American History since 1877 #
POLS 1113 American Federal Government #
OLS 1111 Orientation
PSY 1113 Introduction to Psychology #
Or
SOC 1113 Introduction to Sociology #
Humanities Course #
Humanities Course #
SPCH 2233 Business & Professional Speaking #
General Education Elective (2 hours)
BIOL 1114 General Biology #
PHYS 1114 Physical Science #
ECON 2113 Introduction to Macroeconomics #
ECON 2123 Introduction to Microeconomics #
CIS 1113 Computer Applications
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BUSAD 1123 Introduction to Business
BUSAD 1133 Human Relations
BUSAD 2123 Business Communications
SE Requirement
ENG 1113 Composition I
ENG 1213 Composition II
MATH 1513 College Algebra
BUS 2633 Business Statistics
HIST 1513 United States History to 1876
Or
HIST 1523 United States History since 1876
POSC 1513 U.S. Federal Government
Elective
PSY 1113 Introduction to Psychology
Or
SOC 1113 Introduction to Sociology
Humanities
Humanities
COMM 2213 Business & Professional Speaking
Elective
BIOL 1114 General Biology
PSCI 1114 General Physical Science
ECON 2113 Principles of Macroeconomics
ECON 2213 Principles of Microeconomics
BIM 1553 Business Computer Applications
ACCT 2103 Fundamentals of Financial Accounting
ACCT 2203 Fundamentals of Managerial Accounting
BUS 1133 Introduction to Business
Elective
Elective

Total Hours: 65

EOSC A.S. degree completes SE University Core requirements.

Remaining Southeastern Oklahoma State University courses:..........................60
General Business Core .........................................................28

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

Major Requirements ............................................................18

Required Marketing Courses (9 semester hours)
  MKT 3633 Consumer Behavior
  MKT 4333 Marketing Research
  MKT 4643 Marketing Management

Marketing Major Electives (9 semester hours)
  MKT 3433 Retailing
  MKT 3643 Promotional Strategies
  MKT 4123 International Marketing
  MKT 4243 Sales and Sales Management
  MKT 4653 Contemporary Issues in Marketing

Electives .................................................................6
  Electives may be selected from an upper-level ACCT, BUS FIN, MNGT, or MKT course. At least one must be at the 4000 level.

Electives to bring total SE hours to 60. ..........................................................8

Total Hours: 125