

2003-2004 Course Equivalency Project

Marketing

MK 003

Marketing Principles

Institution	Course Prefix	Course Number	Notes
CSC	BUSN	2713	1,5
CU	MKTG	3413	1,5,6
ECU	MKTG	3313	1,5,6
EOSC	MKT	2333	1,5
LU	MG	3763	1,5
MSC	BM	1123	1,5
NEOAMC	MKTG	2123	1,5
NOC	BMGT	2143	1,5
NSU	MKT	3213	1,5,6
NWOSU	GBUS	3043	1,5,6
OCCC	MKTG	2043	1,5
OPSU	MKTG	3913	1,5,6
OSU	MKTG	3213	1,5,6
OSU-OKC	MKT	2273	1,5
OSUTB-OKM	BADM	1513	1,5
OU	MKT	3013	1,5,6
RCC	MRKT	2323	1,5
Rose	MKTG	2103	1,5
RSU	MKTG	3113	1,5
SSC	BA	2513	1,5
TCC	MKT	2423	1,5
UCO	MRKT	3013	
USAO	BADM	3243	1,5,6
WOSC	MGMT	2323	1,5

MK 023

Introduction to Consumer Behavior

Institution	Course Prefix	Course Number	Notes
NEOAMC	MKTG	2103	
NOC	JOUR	1133	1
OCCC	MKT	2253	
OSU-OKC	MKT	1263	1
TCC	MKT	2363	1

MK 033

Introduction to International Marketing

Institution	Course Prefix	Course Number	Notes
OCCC	MKT	2453	
Rose	MKTG	2513	
TCC	MKT	2813	

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MK 043 Introduction to Sales

Institution	Course Prefix	Course Number	Notes
EOSC	MKT	2103	1
NEOAMC	MGMT	1123	1
NOC	BMGT	2123	1
OCCC	MKT	2163	1
Rose	MKTG	1503	1
TCC	MKT	1313	1
UCO	MRKT	2313	1

MK 053 Introduction of Retailing

Institution	Course Prefix	Course Number	Notes
MSC	BM	1143	1
OSUTB-OKM	BADM	2423	1
WOSC	MGMT	2223	1

MK 063 Introduction to Advertising

Institution	Course Prefix	Course Number	Notes
EOSC	MKT	2123	
NEOAMC	MGMT	2223	1
NOC	JOUR	2013	
OCCC	MKT	2343	1
OSU-OKC	MKT	2343	1
RCC	MGMT	1333	1
Rose	MKTG	2213	1
TCC	MKT	2393	1
WOSC	MGMT	2313	1

MK 073 Introduction to e-Marketing

Institution	Course Prefix	Course Number	Notes
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No courses lis

MK 103 Consumer Behavior

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3423	1
ECU	MKTG	3323	1
NOC	JOUR	1133	1
NWOSU	GBUS	3412	
OPSU	BADM	3103	1
OSU-OKC	MKT	2283	1
OU	MKT	3323	1
UCO	MRKT	4423	

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MK 113 Promotion Principles

Institution	Course Prefix	Course Number	Notes
ECU	MKTG	4323	1
OSU	MKTG	3433	1
OU	MKT	4153	1
SEOSU	MKT	3643	
UCO	MRKT	4463	

MK 123 Sales Management

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3533	1
OSU	MKTG	3513	1
OU	MKT	4123	1
SEOSU	MKT	4243	
SEOSU	MKT	4233	1
UCO	MRKT	4143	1

MK 133 Professional Selling

Institution	Course Prefix	Course Number	Notes
NWOSU	GBUS	4043	1
OPSU	MKTG	3923	1
OSU	MKTG	3473	1

MK 143 Retail Management

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3433	1
ECU	MKTG	3353	1
OPSU	MKTG	4023	1
OSU	MKTG	3613	1
SEOSU	MKT	3433	1
UCO	MRKT	4453	1

MK 153 Promotion Principles

Institution	Course Prefix	Course Number	Notes
CU	MKTG	4433	1
NWOSU	GBUS	3033	1
OPSU	MKTG	3973	1
OSU-OKC	MKT	2343	1
SEOSU	MKT	3533	1

MK 263 Materials Management/Purchasing

Institution	Course Prefix	Course Number	Notes
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LU	MG	3783	1
OPSU	MKTG	4973	1
OU	MKT	3213	1
SEOSU	MNGT	4543	1

MK 413 Marketing Research

Institution	Course Prefix	Course Number	Notes
CU	MKTG	4443	1
ECU	MKTG	4413	1
LU	MG	4763	1, 6
OPSU	MKTG	4993	1
OSU	MKTG	4333	1
RSU	BMA	4213	1
SEOSU	MKT	4333	1
UCO	MRKT	4113	1

MK 423 Logistics and Distribution Channels

Institution	Course Prefix	Course Number	Notes
LU	MG	3793	1,6
OSU	MKTG	4223	1
OU	MKT	4223	1
SEOSU	MKT	4453	1
UCO	MRKT	3313	

MK 433 International Marketing

Institution	Course Prefix	Course Number	Notes
LU	MG	4773	1
LU	MG	4753	1, 6
OSU	MKTG	4553	1
OU	MKT	4523	1
RCC	MRKT	2423	1
UCO	MRKT	4413	1

MK 443 Marketing Strategy (Capstone)

Institution	Course Prefix	Course Number	Notes
ECU	MKTG	4423	1
OSU	MKTG	4683	1
OU	MKT	4333	1

MK 453 Internship and Independent Study

Institution	Course Prefix	Course Number	Notes
OSU	MKTG	4850	1
OSU-OKC	BUS	2650	1

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UCO MRKT 4950

MK 463

E-Marketing

Institution	Course Prefix	Course Number	Notes
NWOSU	ECOM	4013	
OSU	MKTG	4993	
UCO	MRKT	4493	