

2007-2008 Course Equivalency Project

Marketing

MK 003 Marketing Principles

Institution	Course Prefix	Course Number	Notes
BC	MKT	2283	1,5,6
CASC	MKTG	1013	
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	MRKT	3043	1,5,6
OCCC	MKTG	2043	1,5
OPSU	MKTG	3913	1,5,6
ORU	MKT	130	
OSU	MKTG	3213	1,5,6
OSU-OKC	MKT	2273	1,5
OSUTB-OKM	MKTG	2153	1,5
OU	MKT	3013	1,5,6
RCC	MRKT	2323	1,5
RSC	MKTG	2103	1,5
RSU	MKTG	3113	1, 5, 6
SEOSU	MKT	3233	1,5,6
SSC	BA	2513	1,5
SWCU	BUS	3443	1,5,6
SWOSU	MRKTG	3143	1,6
TCC	MKT	2423	1,5
UCO	MRKT	3013	1,5,6
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

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MK 033 Introduction to International Marketing

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

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
RSC	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
RSC	MKTG	2213	1
TCC	MKT	2393	1

MK 073 Introduction to e-Marketing

Institution	Course Prefix	Course Number	Notes
NOC	BMGT	2163	1

MK 103 Consumer Behavior

Institution	Course Prefix	Course Number	Notes
BC	MKT	2513	1
CU	MKTG	3423	1,5,6
ECU	MKTG	3323	1,5,6
NOC	JOUR	1133	1

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NSU	MKT	3323	1,5,6
NWOSU	MRKT	3413	1,5,6
OPSU	BADM	3103	1
ORU	MKT	333	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU-OKC	MKT	2283	1
SEOSU	MKT	3633	1,5,6
SWOSU	MRKTG	3443	1,6
UCO	MRKT	4423	1,5

MK 113 Principles of Promotions

Institution	Course Prefix	Course Number	Notes
BC	MKT	3313	1
ECU	MKTG	4323	1,5,6
NSU	MKT	3253	1,5,6
ORU	MKT	334	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	3433	1
SWOSU	MRKTG	3243	1,6
UCO	MRKT	4463	1,5,6

MK 123 Sales Management

Institution	Course Prefix	Course Number	Notes
BC	MKT	3413	1
CU	MKTG	3533	1,5,6
ORU	MKT	346	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	3513	1
SEOSU	MKT	4243	1,5,6
UCO	MRKT	4143	1

MK 133 Professional Selling

Institution	Course Prefix	Course Number	Notes
ECU	MKTG	3813	1,5,6
NWOSU	MRKT	4043	1,5,6
OPSU	MKTG	3923	1
OSU	MKTG	3473	1

MK 143 Retail Management

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3433	1,5,6

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ECU	MKTG	3353	1,5,6
NSU	MKT	3663	1,5,6
OPSU	MKTG	4023	1
ORU	MKT	447	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	3613	1
SEOSU	MKT	3433	1,5,6
SWOSU	MRKTG	3263	
UCO	MRKT	4453	1

MK 153 Principles of Advertising

Institution	Course Prefix	Course Number	Notes
BC	MKT	4313	1
CU	MKTG	4433	1,5,6
NWOSU	MRKT	3033	1
OPSU	MKTG	3973	1
ORU	MMC	220	
OSU-OKC	MKT	2343	1
SEOSU	MKT	3533	1,5,6
UCO	MRKT	3413	1,5

MK 263 Materials Management/Purchasing

Institution	Course Prefix	Course Number	Notes
BC	MKT	4413	1
OPSU	MKTG	4973	1
ORU	MGT	333	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
SEOSU	MNGT	4543	1,5,6
UCO	MRKT	4433	1,5

MK 413 Marketing Research

Institution	Course Prefix	Course Number	Notes
BC	MKT	3113	1
CU	MKTG	4443	1,5,6
ECU	MKTG	4413	1,5,6
LU	MG	4763	1
NSU	MKT	4333	1,5,6
OPSU	MKTG	4993	1
ORU	MKT	445	A lower division course will not transfer as equivalent course, but will transfer as elective hours.

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OSU	MKTG	4333	1
SEOSU	MKT	4333	1,5,6
SWOSU	MRKTG	4243	1,6
UCO	MRKT	4113	1

MK 423 Logistics and Distribution Channels

Institution	Course Prefix	Course Number	Notes
BC	MKT	3213	1
NSU	MKT	4353	1,5,6
OSU	MKTG	4223	1
SEOSU	MKT	4453	1,5,6
SWOSU	MRKTG	4443	1,6
UCO	MRKT	3313	

MK 433 International Marketing

Institution	Course Prefix	Course Number	Notes
LU	MG	4753	1
LU	MG	4773	1
NSU	MKT	4343	1,5,6
NWOSU	MRKT	4113	1,5,6
ORU	MKT	361	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	4553	1
RCC	MRKT	2423	1
SWOSU	MRKTG	4643	1,6
UCO	MRKT	4413	1

MK 443 Marketing Strategy (Capstone)

Institution	Course Prefix	Course Number	Notes
BC	MKT	4113	1,5,6
ECU	MKTG	4423	1,5,6
LU	MG	3773	1
NWOSU	MRKT	4103	1,5,6
ORU	MKT	455	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	4683	1
SEOSU	MKT	4643	1,5,6
SWOSU	MRKTG	4143	1,6
UCO	MRKT	4313	

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MK 453 Internship with Independent Study

Institution	Course Prefix	Course Number	Notes
BC	MKT	4496	1,5,6
ORU	MKT	451	A lower division course will not transfer as equivalent course, but will transfer as elective hours.
OSU	MKTG	4850	1
OSU-OKC	BUS	2650	1
SEOSU	MKT	4950	1,5,6
SWOSU	MRKTG	4333	1,6
SWOSU	MRKTG	4003	1,6
UCO	MRKT	4950	1,5,6

MK 463 E-Marketing

Institution	Course Prefix	Course Number	Notes
BC	ENT	3163	1,5
NSU	MKT	4123	1,5,6
NWOSU	MRKT	4013	1,5
OSU	MKTG	4993	
UCO	MRKT	4493	1,5