

Oklahoma State Regents for Higher Education

Course Equivalency Project

2000-2001

**MARKETING PAGE 1\*\***

Institutions	Marketing Principles MK 003 *	Introduction to Consumer Behavior MK 023	Introduction to Sales MK 043	Introduction to Retailing MK 053	Introduction to Advertising MK 063	Consumer Behavior MK 103
CSC	BUSN 2713					
CU	MKTG 3413***					MKTG 3423
ECU	MKTG 3313***					MKTG 3323
EOSC	MKT 2333		MKT 2103		MKT 2123	
LU	MG 3763					
MSC	BM 1123			BM 1143		
NEOAMC	MKTG 2123		MGMT 1123		MGMT 2223	
NOC	BMGT 2143		BMGT 2123		JOUR 2013	JOUR 1133
NSU	MKT 3213***					
NWOSU	GBUS 3043***					
OSCC	MKTG 2043		MKT 2163		MKT 2343	
OPSU	MKTG 3913***					BA 3103
OSU	MKTG 3213***					
OSUTB-OKC	MKT 2273	MKT 1263			MKT 2343	MKT 2283
OSUTB-OKM	BUSAD 1513			BUSAD 2423		
OU	MKT 3013***					MKT 3323
Rose	MM 2673		BA 1503	MM 2713	BA 2213	
RCC						
SEOSU						
SSC	BA 2513					
SWOSU	MRKTG 3143***					MRKTG 3443***
TCC	MKT 2423	MKT 2363	MKT 1313		MKT 2393	
UCO			MRKTG 2313			
USAO	BADM 3243***					
WOSC	MGMT 2323			MGMT 2223	MGMT 2313	

\* MK 003 - Students who transfer lower-division courses from this group into four-year programs must take three upper-division credit-hours in addition to the required number of lower division courses.

\*\*If a student transfers a lower division (1000-2000) course to an institution that offers the course at the upper division level (3000-4000), the lower division course will transfer as equivalent in content but not as upper division hours.\*\*

\*\*\* If course prerequisites are not equivalent, the receiving department reserves the right to require the course to be taken at the 3000 level.

Oklahoma State Regents for Higher Education  
 Course Equivalency Project  
 2000-2001

**MARKETING PAGE 2\*\***

Institutions	Promotion Principles MK 113	Sales Management MK 123	Professional Selling MK 133	Retail Management MK 143	Advertising MK 153
CSC					
CU	MKTG 4433	MKTG 3533		MKTG 3433	
ECU	MKTG 4323	MKTG 3813		MKTG 3353	
EOSC					
LU					
MSC					
NEOAMC					
NOC					
NSU					
NWOSU			GBUS 4043		GBUS 3033
OCCC					
OPSU			MKTG 3923	MKTG 4023	MKTG 3973
OSU		MKTG 3513	MKTG 3473	MKTG 3613	
OSUTB-OKC					
OSUTB-OKM					
OU	MKTG 4153	MKT 4123			
Rose					
SEOSU		MKT 4233		MKT 3433	MKT 3533
SSC					
SWOSU	MRKTG 3243***				
TCC					
UCO		MRKTG 4143		MRKTG 4453	
USAO					
WOSC					

\*\*If a student transfers a lower division (1000-2000) course to an institution that offers the course at the upper division level (3000-4000), the lower division course will transfer as equivalent in content but not as upper division hours.\*\*

\*\*\* If course prerequisites are not equivalent, the receiving department reserves the right to require the course to be taken at the 3000 level.

Oklahoma State Regents for Higher Education

Course Equivalency Project

2000-2001

**MARKETING PAGE 3\*\***

Institutions	Materials Management / Purchasing MK 263	Marketing Research MK 413	Logistics and Distribution Channels MK 423	International Marketing MK 433	Marketing Strategy (Capstone) MK 443	Internship and Independent Study MK 453
CSC						
CU		MKTG 4443				
ECU		MKTG 4413			MKTG 4423	
EOSC						
LU		MG 4763		MG 4773 MG 4753	MG 3773	
MSC						
NEOAMC						
NOC						
NSU						
NWOSU						
OCCC						
OPSU	MKTG 4973	MKTG 4993				
OSU		MKTG 4333	MKTG 4223	MKTG 4553	MKTG 4683	BUSAD 2010
OSUTB-OKC						BUS 2650
OSUTB-OKM						
OU	MKT 3213		MKT 4223	MKT 4523	MKT 4333	MKT 4900
RCC						MGMT 2101-3
Rose						
SEOSU	MNGT 4543	MKT 4333	MKT 4453			
SSC						
SWOSU		MRKTG 4243	MRKTG 4443	MRKTG 4643	MRKTG 4143	MRKTG 4003***
TCC						
UCO		MRKTG 4113		MRKTG 4413		
USAO						
WOSC						

\*\*If a student transfers a lower division (1000-2000) course to an institution that offers the course at the upper division level (3000-4000), the lower division course will transfer as equivalent in content but not as upper division hours.\*\*

\*\*\* If course prerequisites are not equivalent, the receiving department reserves the right to require the course to be taken at the 3000 level.