

2002-2003 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
OSUTB-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	BMA	3113	1,5
SSC	BA	2513	1,5
SWOSU	MRKTG	3143	1,5,6
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
OSUTB-OKC	MKT	1263	1
TCC	MKT	2363	1

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

**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 content, but not as upper division hours.*

Descriptions of notes are found in the appendix.

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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	MKTG	2223	1
NOC	JOUR	2013	
OCCC	MKT	2343	1
OSUTB-OKC	MKT	2343	1
RCC	MGMT	1333	1
Rose	MKTG	2213	1
TCC	MKT	2393	1
WOSC	MGMT	2313	1

MK 103 Consumer Behavior

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3423	1
ECU	MKTG	3323	1
NOC	JOUR	1133	1
OPSU	BADM	3103	1
OSUTB-OKC	MKT	2283	1
OU	MKT	3323	1
SWOSU	MRKTG	3443	1,6
UCO	MRKT	4423	

MK 113 Promotion Principles

Institution	Course Prefix	Course Number	Notes
CU	MKTG	4433	1
ECU	MKTG	4323	1
OU	MKT	4153	1
SWOSU	MRKTG	3243	1,6
UCO	MRKT	4463	

MK 123 Sales Management

Institution	Course Prefix	Course Number	Notes
CU	MKTG	3533	1
ECU	MKTG	3813	1

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MK 123 Sales Management

Institution	Course Prefix	Course Number	Notes
OSU	MKTG	3513	1
OU	MKT	4123	1
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 Advertising

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

MK 263 Materials Management/ Purchasing

Institution	Course Prefix	Course Number	Notes
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
OPSU	MKTG	4993	1

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MK 413 Marketing Research

Institution	Course Prefix	Course Number	Notes
OSU	MKTG	4333	1
RSU	BMA	4213	1
SEOSU	MKT	4333	1
SWOSU	MRKTG	4243	1
UCO	MRKT	4113	1

MK 423 Logistics and Distribution Channels

Institution	Course Prefix	Course Number	Notes
OSU	MKTG	4223	1
OU	MKT	4223	1
SEOSU	MKT	4453	1
SWOSU	MRKTG	4443	1
UCO	MRKT	3313	

MK 433 International Marketing

Institution	Course Prefix	Course Number	Notes
LU	MG	4753	1
LU	MG	4773	1
OU	MKT	4523	1
RCC	MRKT	2423	1
SWOSU	MRKTG	4643	1
UCO	MRKT	4413	1

MK 443 Marketing Strategy (Capstone)

Institution	Course Prefix	Course Number	Notes
ECU	MKTG	4423	1
LU	MG	3773	1
OSU	MKTG	4683	1
OU	MKT	4333	1
SWOSU	MRKTG	4143	1

MK 453 Internship and Independent Study

Institution	Course Prefix	Course Number	Notes
OSU	BUSAD	2010	1
OSUTB-OKC	BUS	2650	1
OU	MKT	4900	1
SWOSU	MRKTG	4003	1,6
UCO	MRKT	4953	

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