

Course Equivalency Project 2012-2013

Discipline	Common Code	Inst Code	Common Course Title	Course Prefix	Course Number	Notes
Marketing	MK 003	BC	Marketing Principles	MKT	2283	1,5,6
Marketing	MK 003	CASC	Marketing Principles	MKTG	1103	
Marketing	MK 003	CSC	Marketing Principles	BUSN	2713	1,5
Marketing	MK 003	CU	Marketing Principles	MKTG	3413	
Marketing	MK 003	ECU	Marketing Principles	MKTG	3313	1,5,6
Marketing	MK 003	EOSC	Marketing Principles	MKT	2333	1,5
Marketing	MK 003	LU	Marketing Principles	MG	3763	1,5
Marketing	MK 003	MSC	Marketing Principles	BM	1123	1,5
Marketing	MK 003	NEOAMC	Marketing Principles	MKTG	2123	1,5
Marketing	MK 003	NOC	Marketing Principles	BMGT	2143	1,5
Marketing	MK 003	NSU	Marketing Principles	MKT	3213	1,5,6
Marketing	MK 003	NWOSU	Marketing Principles	MRKT	3043	1,5,6
Marketing	MK 003	OC	Marketing Principles	MRKT	3313	1,5,6
Marketing	MK 003	OCCC	Marketing Principles	MKTG	2043	1,5
Marketing	MK 003	OPSU	Marketing Principles	MKTG	3913	1,5,6
Marketing	MK 003	ORU	Marketing Principles	MKT	130	
Marketing	MK 003	OSU	Marketing Principles	MKTG	3213	
Marketing	MK 003	OSU-OKC	Marketing Principles	MKT	2273	1,5

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Marketing	MK 003	OSUIT-OKM	Marketing Principles	BADM	2153	1,5
Marketing	MK 003	OU	Marketing Principles	MKT	3013	
Marketing	MK 003	RCC	Marketing Principles	MRKT	2323	1,5
Marketing	MK 003	RSC	Marketing Principles	MKTG	2103	1,5
Marketing	MK 003	RSU	Marketing Principles	MKTG	3113	1,5,6
Marketing	MK 003	SEOSU	Marketing Principles	MKT	3233	1,5,6
Marketing	MK 003	SSC	Marketing Principles	BA	2513	1,5
Marketing	MK 003	SWCU	Marketing Principles	BUS	3443	1,5,6
Marketing	MK 003	SWOSU	Marketing Principles	MRKTG	3143	1,6
Marketing	MK 003	TCC	Marketing Principles	MKTG	2423	1,5
Marketing	MK 003	UCO	Marketing Principles	MRKT	3013	1,5,6
Marketing	MK 003	USAO	Marketing Principles	BADM	3243	1,5,6
Marketing	MK 003	WOSC	Marketing Principles	MGMT	2323	1,5
Marketing	MK 023	NEOAMC	Introduction to Consumer Behavior	MKTG	2103	
Marketing	MK 023	NOC	Introduction to Consumer Behavior	JOUR	1133	1
Marketing	MK 023	OCCC	Introduction to Consumer Behavior	MKT	2253	
Marketing	MK 023	OSU-OKC	Introduction to Consumer Behavior	MKT	1263	1
Marketing	MK 023	TCC	Introduction to Consumer Behavior	MKTG	2363	1
Marketing	MK 033	OCCC	Introduction to International Marketing	MKT	2453	
Marketing	MK 033	RSC	Introduction to International Marketing	MKTG	2513	

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Marketing	MK 033	TCC	Introduction to International Marketing	MKTG	2813	
Marketing	MK 043	EOSC	Introduction to Sales	MKT	2103	1
Marketing	MK 043	NEOAMC	Introduction to Sales	MGMT	1123	1
Marketing	MK 043	NOC	Introduction to Sales	BMGT	2123	1
Marketing	MK 043	OCCC	Introduction to Sales	MKT	2163	1
Marketing	MK 043	RSC	Introduction to Sales	MKTG	1503	1
Marketing	MK 043	TCC	Introduction to Sales	MKTG	1313	1
Marketing	MK 043	UCO	Introduction to Sales	MRKT	3123	
Marketing	MK 053	MSC	Introduction of Retailing	BM	1143	1
Marketing	MK 053	OSUIT-OKM	Introduction of Retailing	BADM	2423	1
Marketing	MK 053	WOSC	Introduction of Retailing	MGMT	2223	1
Marketing	MK 063	EOSC	Introduction to Advertising	MKT	2123	
Marketing	MK 063	NEOAMC	Introduction to Advertising	MGMT	2223	1
Marketing	MK 063	NOC	Introduction to Advertising	JOUR	2013	
Marketing	MK 063	OCCC	Introduction to Advertising	MKT	2343	1
Marketing	MK 063	OSU-OKC	Introduction to Advertising	MKT	2343	1
Marketing	MK 063	RCC	Introduction to Advertising	MGMT	1333	1
Marketing	MK 063	RSC	Introduction to Advertising	MKTG	2213	1
Marketing	MK 063	TCC	Introduction to Advertising	MKTG	2393	1
Marketing	MK 073	NOC	Introduction to e-Marketing	BMGT	2163	1

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Marketing	MK 073	RSC	Introduction to e-Marketing	MKTG	2343	
Marketing	MK 073	TCC	Introduction to e-Marketing	MKTG	1443	
Marketing	MK 103	BC	Consumer Behavior	MKT	2513	1
Marketing	MK 103	CU	Consumer Behavior	MKTG	3423	
Marketing	MK 103	ECU	Consumer Behavior	MKTG	3323	1,5,6
Marketing	MK 103	NOC	Consumer Behavior	JOUR	1133	1
Marketing	MK 103	NSU	Consumer Behavior	MKT	3323	1,5,6
Marketing	MK 103	NWOSU	Consumer Behavior	MRKT	3413	1,5,6
Marketing	MK 103	OC	Consumer Behavior	MKTG	3413	1,5,6
Marketing	MK 103	OPSU	Consumer Behavior	BADM	3103	1
Marketing	MK 103	ORU	Consumer Behavior	MKT	333	
Marketing	MK 103	OSU-OKC	Consumer Behavior	MKT	2283	1
Marketing	MK 103	RSU	Consumer Behavior	MKTG	3323	1,5,6
Marketing	MK 103	SEOSU	Consumer Behavior	MKT	3633	1,5,6
Marketing	MK 103	SWOSU	Consumer Behavior	MRKTG	3443	1,6
Marketing	MK 103	UCO	Consumer Behavior	MRKT	3423	1,5
Marketing	MK 113	BC	Principles of Promotions	MKT	3313	1
Marketing	MK 113	ECU	Principles of Promotions	MKTG	4323	1,5,6
Marketing	MK 113	NSU	Principles of Promotions	MKT	3253	1,5,6
Marketing	MK 113	ORU	Principles of Promotions	MKT	334	

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Marketing	MK 113	OSU	Principles of Promotions	MKTG	3433	
Marketing	MK 113	RSU	Principles of Promotions	MKTG	4153	1,5,6
Marketing	MK 113	SEOSU	Principles of Promotions	MKT	3643	1,5,6
Marketing	MK 113	SWOSU	Principles of Promotions	MRKTG	3243	1,6
Marketing	MK 113	UCO	Principles of Promotions	MRKT	4463	1,5,6
Marketing	MK 123	BC	Sales Management	MKT	3413	1
Marketing	MK 123	CU	Sales Management	MKTG	3533	
Marketing	MK 123	OC	Sales Management	MKTG	3713	1,5,6
Marketing	MK 123	ORU	Sales Management	MKT	346	
Marketing	MK 123	OSU	Sales Management	MKTG	3513	
Marketing	MK 123	RSU	Sales Management	MKTG	3453	1,5,6
Marketing	MK 123	SEOSU	Sales Management	MKT	4243	1,5,6
Marketing	MK 123	UCO	Sales Management	MRKT	3143	1
Marketing	MK 133	ECU	Professional Selling	MKTG	3813	1,5,6
Marketing	MK 133	NWOSU	Professional Selling	MRKT	4043	1,5,6
Marketing	MK 133	OPSU	Professional Selling	MKTG	3923	1
Marketing	MK 133	OSU	Professional Selling	MKTG	3473	
Marketing	MK 143	CU	Retail Management	MKTG	3433	
Marketing	MK 143	ECU	Retail Management	MKTG	3353	1,5,6
Marketing	MK 143	NSU	Retail Management	MKT	3663	1,5,6

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Marketing	MK 143	OPSU	Retail Management	MKTG	4023	1
Marketing	MK 143	ORU	Retail Management	MKT	447	
Marketing	MK 143	OSU	Retail Management	MKTG	3613	
Marketing	MK 143	SEOSU	Retail Management	MKT	3433	1,5,6
Marketing	MK 143	SWOSU	Retail Management	MRKTG	3263	
Marketing	MK 143	UCO	Retail Management	MRKT	4453	1
Marketing	MK 153	BC	Principles of Advertising	MKT	4313	1
Marketing	MK 153	CU	Principles of Advertising	MKTG	4433	
Marketing	MK 153	NWOSU	Principles of Advertising	MCOM	3033	1
Marketing	MK 153	OPSU	Principles of Advertising	MKTG	3973	1
Marketing	MK 153	ORU	Principles of Advertising	MMC	220	
Marketing	MK 153	OSU-OKC	Principles of Advertising	MKT	2343	1
Marketing	MK 153	SEOSU	Principles of Advertising	MKT	3533	1,5,6
Marketing	MK 153	UCO	Principles of Advertising	MRKT	3413	1,5
Marketing	MK 263	BC	Materials Management/Purchasing	MKT	4413	1
Marketing	MK 263	OPSU	Materials Management/Purchasing	MKTG	4973	1
Marketing	MK 263	ORU	Materials Management/Purchasing	MGT	333	
Marketing	MK 263	SEOSU	Materials Management/Purchasing	MNGT	4543	1,5,6
Marketing	MK 263	UCO	Materials Management/Purchasing	MRKT	4433	1,5
Marketing	MK 413	BC	Marketing Research	MKT	3113	1

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Marketing	MK 413	CU	Marketing Research	MKTG	4443	
Marketing	MK 413	ECU	Marketing Research	MKTG	4413	1,5,6
Marketing	MK 413	LU	Marketing Research	MG	4763	1
Marketing	MK 413	NSU	Marketing Research	MKT	4333	1,5,6
Marketing	MK 413	OC	Marketing Research	MKTG	4513	1,5,6
Marketing	MK 413	OPSU	Marketing Research	MKTG	4993	1
Marketing	MK 413	ORU	Marketing Research	MKT	445	
Marketing	MK 413	OSU	Marketing Research	MKTG	4333	
Marketing	MK 413	RSU	Marketing Research	MKTG	4333	1,5,6
Marketing	MK 413	SEOSU	Marketing Research	MKT	4333	1,5,6
Marketing	MK 413	SWOSU	Marketing Research	MRKTG	4243	1,6
Marketing	MK 413	UCO	Marketing Research	MRKT	4113	1
Marketing	MK 423	BC	Logistics and Distribution Channels	MKT	3213	1
Marketing	MK 423	NSU	Logistics and Distribution Channels	MKT	4353	1,5,6
Marketing	MK 423	OSU	Logistics and Distribution Channels	MKTG	4223	
Marketing	MK 423	SEOSU	Logistics and Distribution Channels	MKT	4453	1,5,6
Marketing	MK 423	SWOSU	Logistics and Distribution Channels	MRKTG	4443	1,6
Marketing	MK 423	UCO	Logistics and Distribution Channels	MRKT	3313	
Marketing	MK 433	LU	International Marketing	MG	4753	
Marketing	MK 433	LU	International Marketing	MG	4773	1

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Marketing	MK 433	NSU	International Marketing	MKT	4343	1,5,6
Marketing	MK 433	NWOSU	International Marketing	MRKT	4113	1,5,6
Marketing	MK 433	ORU	International Marketing	MKT	361	
Marketing	MK 433	OSU	International Marketing	MKTG	4553	
Marketing	MK 433	RCC	International Marketing	MRKT	2423	1
Marketing	MK 433	SWOSU	International Marketing	MRKTG	4643	1,6
Marketing	MK 433	UCO	International Marketing	MRKT	4413	1
Marketing	MK 443	BC	Marketing Strategy (Capstone)	MKT	4113	1,5,6
Marketing	MK 443	ECU	Marketing Strategy (Capstone)	MKTG	4423	1,5,6
Marketing	MK 443	LU	Marketing Strategy (Capstone)	MG	3773	1
Marketing	MK 443	NWOSU	Marketing Strategy (Capstone)	MRKT	4103	1,5,6
Marketing	MK 443	OC	Marketing Strategy (Capstone)	MKTG	4613	1,5,6
Marketing	MK 443	OPSU	Marketing Strategy (Capstone)	MKTG	4983	1,6
Marketing	MK 443	ORU	Marketing Strategy (Capstone)	MKT	455	
Marketing	MK 443	OSU	Marketing Strategy (Capstone)	MKTG	4683	
Marketing	MK 443	RSU	Marketing Strategy (Capstone)	MKTG	4343	1,5,6
Marketing	MK 443	SEOSU	Marketing Strategy (Capstone)	MKT	4643	1,5,6
Marketing	MK 443	SWOSU	Marketing Strategy (Capstone)	MRKTG	4143	1,6
Marketing	MK 443	UCO	Marketing Strategy (Capstone)	MRKT	4313	
Marketing	MK 453	BC	Internship with Independent Study	MKT	4496	1,5,6

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Marketing	MK 453	OC	Internship with Independent Study	MKTG	4990	1,6
Marketing	MK 453	ORU	Internship with Independent Study	MKT	451	
Marketing	MK 453	OSU	Internship with Independent Study	MKTG	4850	
Marketing	MK 453	OSU-OKC	Internship with Independent Study	BUS	2650	1
Marketing	MK 453	SEOSU	Internship with Independent Study	MKT	4950	1,5,6
Marketing	MK 453	SWOSU	Internship with Independent Study	MRKTG	4003	1,6
Marketing	MK 453	SWOSU	Internship with Independent Study	MRKTG	4333	1,6
Marketing	MK 453	UCO	Internship with Independent Study	MRKT	4950	1,5,6
Marketing	MK 463	BC	E-Marketing	ENT	3163	1,5
Marketing	MK 463	NSU	E-Marketing	MKT	4123	1,5,6
Marketing	MK 463	NWOSU	E-Marketing	MRKT	4013	1,5
Marketing	MK 463	OPSU	E-Marketing	AIS	4113	1,6
Marketing	MK 463	OPSU	E-Marketing	MKTG	4113	
Marketing	MK 463	OSU	E-Marketing	MKTG	4993	
Marketing	MK 463	RSC	E-Marketing	MKTG	2353	1,5
Marketing	MK 463	RSU	E-Marketing	MKTG	3313	1,5,6
Marketing	MK 463	UCO	E-Marketing	MRKT	4493	1,5