

Course Equivalency Project 2015-2016

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	BC	MK 003	Marketing Principles	MKT	2283	1,5,6
Marketing	CASC	MK 003	Marketing Principles	MKTG	1103	
Marketing	CSC	MK 003	Marketing Principles	BUSN	2713	1,5
Marketing	CU	MK 003	Marketing Principles	MKTG	3413	
Marketing	ECU	MK 003	Marketing Principles	MKTG	3313	1,5,6
Marketing	EOSC	MK 003	Marketing Principles	MKT	2333	1,5
Marketing	LU	MK 003	Marketing Principles	MG	3763	1,5
Marketing	MSC	MK 003	Marketing Principles	BM	2123	1,5
Marketing	NEOAMC	MK 003	Marketing Principles	MKTG	2123	1,5
Marketing	NOC	MK 003	Marketing Principles	BMGT	2143	1,5
Marketing	NSU	MK 003	Marketing Principles	MKT	3213	1,5,6
Marketing	NWOSU	MK 003	Marketing Principles	MRKT	3043	1,5,6
Marketing	OC	MK 003	Marketing Principles	MKTG	3313	1,5,6
Marketing	OCCC	MK 003	Marketing Principles	MKT	2043	1,5
Marketing	OPSU	MK 003	Marketing Principles	MKTG	3913	1,5,6
Marketing	ORU	MK 003	Marketing Principles	MKT	130	
Marketing	OSU	MK 003	Marketing Principles	MKTG	3213	
Marketing	OSU-OKC	MK 003	Marketing Principles	MKT	2273	1,5
Marketing	OSUIT-OKM	MK 003	Marketing Principles	BADM	2153	1,5

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	OU	MK 003	Marketing Principles	MKT	2013	9
Marketing	OU	MK 003	Marketing Principles	MKT	3013	1,9
Marketing	RCC	MK 003	Marketing Principles	MRKT	2323	1,5
Marketing	RSC	MK 003	Marketing Principles	MKTG	2103	1,5
Marketing	RSU	MK 003	Marketing Principles	MKTG	3113	1,5,6
Marketing	SEOSU	MK 003	Marketing Principles	MKT	3233	1,5,6
Marketing	SSC	MK 003	Marketing Principles	BA	2513	1,5
Marketing	SWCU	MK 003	Marketing Principles	BUS	3443	1,5,6
Marketing	SWOSU	MK 003	Marketing Principles	MRKTG	3143	1,6
Marketing	TCC	MK 003	Marketing Principles	MKTG	2423	1,5
Marketing	UCO	MK 003	Marketing Principles	MRKT	3013	1,5,6
Marketing	USAO	MK 003	Marketing Principles	BADM	3243	1,5,6
Marketing	WOSC	MK 003	Marketing Principles	MGMT	2323	1,5
Marketing	NEOAMC	MK 023	Introduction to Consumer Behavior	MKTG	2103	
Marketing	NOC	MK 023	Introduction to Consumer Behavior	JOUR	1133	1
Marketing	OCCC	MK 023	Introduction to Consumer Behavior	MKT	2253	
Marketing	TCC	MK 023	Introduction to Consumer Behavior	MKTG	2363	1
Marketing	OCCC	MK 033	Introduction to International Marketing	MKT	2453	
Marketing	RSC	MK 033	Introduction to International Marketing	MKTG	2513	
Marketing	TCC	MK 033	Introduction to International Marketing	MKTG	2813	
Marketing	EOSC	MK 043	Introduction to Sales	MKT	2103	1

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	NEOAMC	MK 043	Introduction to Sales	MGMT	1123	1
Marketing	NOC	MK 043	Introduction to Sales	BMGT	2123	1
Marketing	NSU	MK 043	Introduction to Sales	MKT	3413	1
Marketing	RSC	MK 043	Introduction to Sales	MKTG	1503	1
Marketing	TCC	MK 043	Introduction to Sales	MKTG	1313	1
Marketing	MSC	MK 053	Introduction to Retailing	BM	1143	1
Marketing	OSUIT-OKM	MK 053	Introduction to Retailing	BADM	2423	1
Marketing	EOSC	MK 063	Introduction to Advertising	MKT	2123	
Marketing	NEOAMC	MK 063	Introduction to Advertising	MGMT	2223	1
Marketing	NOC	MK 063	Introduction to Advertising	JOUR	2013	
Marketing	RCC	MK 063	Introduction to Advertising	MGMT	1333	1
Marketing	RSC	MK 063	Introduction to Advertising	MKTG	2213	1
Marketing	TCC	MK 063	Introduction to Advertising	MKTG	2393	1
Marketing	NOC	MK 073	Introduction to e-Marketing	BMGT	2163	1
Marketing	RSC	MK 073	Introduction to e-Marketing	MKTG	2343	
Marketing	TCC	MK 073	Introduction to e-Marketing	MKTG	1443	
Marketing	BC	MK 103	Consumer Behavior	MKT	2513	1
Marketing	CU	MK 103	Consumer Behavior	MKTG	3423	
Marketing	NSU	MK 103	Consumer Behavior	MKT	3323	1,5,6
Marketing	NWOSU	MK 103	Consumer Behavior	MRKT	3413	1,5,6
Marketing	OC	MK 103	Consumer Behavior	MKTG	3413	1,5,6

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	OPSU	MK 103	Consumer Behavior	BADM	3103	1
Marketing	ORU	MK 103	Consumer Behavior	MKT	333	
Marketing	OSU-OKC	MK 103	Consumer Behavior	MKT	2283	1
Marketing	RSU	MK 103	Consumer Behavior	MKTG	3323	1,5,6
Marketing	SEOSU	MK 103	Consumer Behavior	MKT	3633	1,5,6
Marketing	SWOSU	MK 103	Consumer Behavior	MRKTG	3443	1,6
Marketing	UCO	MK 103	Consumer Behavior	MRKT	3423	1,5
Marketing	BC	MK 113	Principles of Promotions	MKT	3313	1
Marketing	ECU	MK 113	Principles of Promotions	MKTG	3423	
Marketing	NSU	MK 113	Principles of Promotions	MKT	3253	1,5,6
Marketing	OC	MK 113	Principles of Promotions	MKTG	4313	
Marketing	ORU	MK 113	Principles of Promotions	MKT	334	
Marketing	OSU	MK 113	Principles of Promotions	MKTG	3433	
Marketing	RSU	MK 113	Principles of Promotions	MKTG	4153	1,5,6
Marketing	SEOSU	MK 113	Principles of Promotions	MKT	3643	1,5,6
Marketing	SWOSU	MK 113	Principles of Promotions	MRKTG	3243	1,6
Marketing	UCO	MK 113	Principles of Promotions	MRKT	4463	1,5,6
Marketing	BC	MK 123	Sales Management	MKT	3413	1
Marketing	CU	MK 123	Sales Management	MKTG	3533	
Marketing	NSU	MK 123	Sales Management	MKT	3423	1
Marketing	OC	MK 123	Sales Management	MKTG	3713	1,5,6

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	ORU	MK 123	Sales Management	MKT	346	
Marketing	OSU	MK 123	Sales Management	MKTG	3513	
Marketing	RSU	MK 123	Sales Management	MKTG	3453	1,5,6
Marketing	SEOSU	MK 123	Sales Management	MKT	4243	1,5,6
Marketing	UCO	MK 123	Sales Management	MRKT	4453	
Marketing	ECU	MK 133	Professional Selling	MKTG	3813	1,5,6
Marketing	NSU	MK 133	Professional Selling	MKT	3413	1
Marketing	NWOSU	MK 133	Professional Selling	MRKT	4043	1,5,6
Marketing	OPSU	MK 133	Professional Selling	MKTG	3923	1
Marketing	OSU	MK 133	Professional Selling	MKTG	3473	
Marketing	UCO	MK 133	Professional Selling	MRKT	3123	
Marketing	CU	MK 143	Retail Management	MKTG	3433	
Marketing	ECU	MK 143	Retail Management	MKTG	3353	1,5,6
Marketing	NSU	MK 143	Retail Management	MKT	3663	1,5,6
Marketing	OPSU	MK 143	Retail Management	MKTG	4023	1
Marketing	ORU	MK 143	Retail Management	MKT	447	
Marketing	OSU	MK 143	Retail Management	MKTG	3613	
Marketing	SEOSU	MK 143	Retail Management	MKT	3433	1,5,6
Marketing	SWOSU	MK 143	Retail Management	MRKTG	3263	
Marketing	UCO	MK 143	Retail Management	MRKT	4453	1
Marketing	BC	MK 153	Principles of Advertising	MKT	4313	1

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	CU	MK 153	Principles of Advertising	MKTG	4433	
Marketing	NWOSU	MK 153	Principles of Advertising	MCOM	3033	1
Marketing	OCCC	MK 153	Principles of Advertising	MKT	2343	1
Marketing	OPSU	MK 153	Principles of Advertising	MKTG	3973	1
Marketing	ORU	MK 153	Principles of Advertising	MMC	220	
Marketing	OSU-OKC	MK 153	Principles of Advertising	MKT	2343	1
Marketing	SEOSU	MK 153	Principles of Advertising	MKT	3533	1,5,6
Marketing	BC	MK 263	Materials Management/Purchasing	MKT	4413	1
Marketing	NSU	MK 263	Materials Management/Purchasing	MKT	3553	1
Marketing	OPSU	MK 263	Materials Management/Purchasing	MKTG	4973	1
Marketing	ORU	MK 263	Materials Management/Purchasing	MGT	333	
Marketing	SEOSU	MK 263	Materials Management/Purchasing	MNGT	4543	1,5,6
Marketing	UCO	MK 263	Materials Management/Purchasing	MRKT	4433	1,5
Marketing	BC	MK 413	Marketing Research	MKT	3113	1
Marketing	CU	MK 413	Marketing Research	MKTG	4443	
Marketing	ECU	MK 413	Marketing Research	MKTG	4413	1,5,6
Marketing	LU	MK 413	Marketing Research	MG	4763	1
Marketing	NSU	MK 413	Marketing Research	MKT	4333	1,5,6
Marketing	OC	MK 413	Marketing Research	MKTG	4513	1,5,6
Marketing	OPSU	MK 413	Marketing Research	MKTG	4993	1
Marketing	ORU	MK 413	Marketing Research	MKT	445	

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	OSU	MK 413	Marketing Research	MKTG	4333	
Marketing	RSU	MK 413	Marketing Research	MKTG	4333	1,5,6
Marketing	SEOSU	MK 413	Marketing Research	MKT	4333	1,5,6
Marketing	SWOSU	MK 413	Marketing Research	MRKTG	4243	1,6
Marketing	UCO	MK 413	Marketing Research	MRKT	4113	1
Marketing	BC	MK 423	Logistics and Distribution Channels	MKT	3213	1
Marketing	NSU	MK 423	Logistics and Distribution Channels	MKT	4353	1,5,6
Marketing	OSU	MK 423	Logistics and Distribution Channels	MKTG	4223	
Marketing	SEOSU	MK 423	Logistics and Distribution Channels	MKT	4453	1,5,6
Marketing	SWOSU	MK 423	Logistics and Distribution Channels	MRKTG	4443	1,6
Marketing	UCO	MK 423	Logistics and Distribution Channels	MRKT	3313	
Marketing	LU	MK 433	International Marketing	MG	4753	
Marketing	LU	MK 433	International Marketing	MG	4773	1
Marketing	NSU	MK 433	International Marketing	MKT	4343	1,5,6
Marketing	NWOSU	MK 433	International Marketing	MRKT	4113	1,5,6
Marketing	OC	MK 433	International Marketing	MKTG	4623	
Marketing	ORU	MK 433	International Marketing	MKT	361	
Marketing	OSU	MK 433	International Marketing	MKTG	4553	
Marketing	RCC	MK 433	International Marketing	MRKT	2423	1
Marketing	SWOSU	MK 433	International Marketing	MRKTG	4643	1,6
Marketing	UCO	MK 433	International Marketing	MRKT	4413	1

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	BC	MK 443	Marketing Strategy (Capstone)	MKT	4113	1,5,6
Marketing	ECU	MK 443	Marketing Strategy (Capstone)	MKTG	4423	1,5,6
Marketing	LU	MK 443	Marketing Strategy (Capstone)	MG	3773	1
Marketing	NSU	MK 443	Marketing Strategy (Capstone)	MKT	4543	1
Marketing	NWOSU	MK 443	Marketing Strategy (Capstone)	MRKT	4103	1,5,6
Marketing	OC	MK 443	Marketing Strategy (Capstone)	MKTG	4613	1,5,6
Marketing	OPSU	MK 443	Marketing Strategy (Capstone)	MKTG	4983	1,6
Marketing	ORU	MK 443	Marketing Strategy (Capstone)	MKT	455	
Marketing	OSU	MK 443	Marketing Strategy (Capstone)	MKTG	4683	
Marketing	RSU	MK 443	Marketing Strategy (Capstone)	MKTG	4343	1,5,6
Marketing	SEOSU	MK 443	Marketing Strategy (Capstone)	MKT	4643	1,5,6
Marketing	SWOSU	MK 443	Marketing Strategy (Capstone)	MRKTG	4143	1,6
Marketing	UCO	MK 443	Marketing Strategy (Capstone)	MRKT	4813	
Marketing	BC	MK 453	Internship with Independent Study	MKT	4496	1,5,6
Marketing	NSU	MK 453	Internship with Independent Study	MKT	4950	1,5,6
Marketing	NWOSU	MK 453	Internship with Independent Study	MRKT	4703	
Marketing	OC	MK 453	Internship with Independent Study	MKTG	4990	1,6
Marketing	ORU	MK 453	Internship with Independent Study	MKT	451	
Marketing	OSU	MK 453	Internship with Independent Study	MKTG	4850	
Marketing	SEOSU	MK 453	Internship with Independent Study	MKT	4950	1,5,6
Marketing	SWOSU	MK 453	Internship with Independent Study	MRKTG	4003	1,6

Discipline	InstCode	Common Code	Common Course Title	Course Prefix	Course Number	Notes *
Marketing	SWOSU	MK 453	Internship with Independent Study	MRKTG	4333	1,6
Marketing	UCO	MK 453	Internship with Independent Study	MRKT	4950	1,5,6
Marketing	BC	MK 463	E-Marketing	ENT	3163	1,5
Marketing	NSU	MK 463	E-Marketing	MKT	4123	1,5,6
Marketing	NWOSU	MK 463	E-Marketing	MRKT	4013	1,5
Marketing	OC	MK 463	E-Marketing	MKTG	3513	
Marketing	OPSU	MK 463	E-Marketing	AIS	4113	1,6
Marketing	OPSU	MK 463	E-Marketing	MKTG	4113	
Marketing	OSU	MK 463	E-Marketing	MKTG	4993	
Marketing	RSC	MK 463	E-Marketing	MKTG	2353	1,5
Marketing	RSU	MK 463	E-Marketing	MKTG	3313	1,5,6
Marketing	UCO	MK 463	E-Marketing	MRKT	3433	1,5