

East Central University/Murray State College Articulation Agreement

Bachelor of Science: Business Administration

Marketing Concentration

Associate of Science—Business

- | | |
|--|----|
| <input type="checkbox"/> ORI 1011 New Student Orientation | |
| <input type="checkbox"/> ENG 1113 English Comp I | |
| <input type="checkbox"/> HST 1483 U.S. History to 1877 OR
HST 1493 U.S. History since 1877 | |
| <input type="checkbox"/> BM 1103 Introduction to Business | |
| <input type="checkbox"/> CIS 1113 Computer Applications [^] ‡ | |
| <input type="checkbox"/> BC 2113 Business Communications* | 16 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2103 Fund of Financial Acctg*‡ | |
| <input type="checkbox"/> ENG 1213 English Comp II | |
| <input type="checkbox"/> MTH 1513 College Algebra*‡ | |
| <input type="checkbox"/> HWP 1112 Personal Health OR
HWP 2212 First Aid | |
| <input type="checkbox"/> GVT 1113 American Federal Government | |
| <input type="checkbox"/> Science Elective | 18 |
| <hr/> | |
| <input type="checkbox"/> ACCT 2203 Fund of Managerial Acctg* | |
| <input type="checkbox"/> ECO 2113 Prin of Macroeconomics*‡ | |
| <input type="checkbox"/> Science with Lab elective | |
| <input type="checkbox"/> Humanities Elective | |
| <input type="checkbox"/> BUS 2763 Professional Development (RECOMMENDED) | 16 |
| <input type="checkbox"/> ACC 2303 Computerized Accounting (RECOMMENDED) | |
| <input type="checkbox"/> ECO 2123 Prin of Microeconomics*‡ | |
| <input type="checkbox"/> ECO 2603 Business & Economic Statistics*‡ | |
| <input type="checkbox"/> BM 2533 Small Business Management (RECOMMENDED) | |
| <input type="checkbox"/> Humanities Elective | 15 |
| <hr/> | |
| Total Credit Hours | 65 |

* ^ please see chart on second page for course equivalencies



Bachelor of Science—Business Administration

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|--|----|
| <input type="checkbox"/> MGMT 3013 Principles of Management | |
| <input type="checkbox"/> COMM 2533 Communication in the Workplace | |
| <input type="checkbox"/> BUSLW 3213 The Legal Environment of Business | |
| <input type="checkbox"/> MIS 3433 Management Information Systems | |
| <input type="checkbox"/> MKTG 3313 Principles of Marketing | 15 |
| <hr/> | |
| <input type="checkbox"/> MKTG 3423 Integrated Marketing Communications (S) | |
| <input type="checkbox"/> MGMT 3063 Production/Operations Management | |
| <input type="checkbox"/> MKTG 3353 Retailing and eBusiness Management (S) | |
| <input type="checkbox"/> FIN 3113 Financial Management | |
| <input type="checkbox"/> —3 Upper Level Business Elective | 15 |
| <hr/> | |
| <input type="checkbox"/> BUS 4213 Business Ethics | |
| <input type="checkbox"/> BUS 4103 International Business | |
| <input type="checkbox"/> MKTG 3813 Professional Selling (F) | |
| <input type="checkbox"/> MKTG 4413 Marketing Research (F) | |
| <input type="checkbox"/> —3 Upper Level Business Elective | 15 |
| <hr/> | |
| <input type="checkbox"/> BUS 4303 Business Strategy & Policy | |
| <input type="checkbox"/> MKTG 4623 Marketing Analytics and Strategy (S) | |
| <input type="checkbox"/> —3 Upper Level Business Elective | |
| <input type="checkbox"/> —3 General Elective | |
| <input type="checkbox"/> —3 General Elective | 15 |
| <hr/> | |
| Total Credit Hours | 60 |

(F) Course normally taught in fall semester only

(S) Course normally taught in spring semester only



Total Credit Hours Taken:	125
Total Credit Hours Applied to BS Degree:	124