



**A.S. DEGREE TO B.B.A. DEGREE**

**Purpose:** This curriculum is designed for students who plan to complete an Associate in Science Degree in Business at Murray State College and then transfer to Southeastern Oklahoma State University to complete a Bachelor of Business Administration in Marketing Degree. The Associate in Science Degree fulfills the lower division University studies requirement.



**MARKETING**

MSC-Associate in Science

**Freshman Year-Murray State College**

<b>Fall Semester</b>			<b>Spring Semester</b>		
ENG 1113	English Composition I	3	ENG 1213	English Composition II	3
CIS 1113	Computer Applications	3	GVT 1113	American Federal Government	3
ORI 1011	New Student Orientation	1	SPC 1113	Fundamentals of Speech	3
BM 1103	Introduction to Business	3	MTH 1513	College Algebra	3
HST 1483 or 1493	United States History	3	PE 1112	Personal Health	2
	Science Core*	<u>4</u>		Science Core*	<u>4</u>
		17			18

\*This must include one lab science course.

**Sophomore Year-Murray State College**

<b>Fall Semester</b>			<b>Spring Semester</b>		
ECO 2113	Principles of Macroeconomics	3	ECO 2123	Principles of Microeconomics	3
ACC 2103	Fund of Financial Accounting	3	ACC 2203	Fund of Managerial Accounting	3
	Program Elective	3	ECO 2603	Business & Economic Statistics	3
	Humanities Elective	3		Program Elective	3
	Arts & Sciences Elective	<u>3</u>		Humanities Elective	3
		15		Arts and Sciences Elective	<u>3</u>
					18

SE-Bachelor of Business Administration

**+Junior Year-Southeastern Oklahoma State University**

<b>Fall Semester</b>			<b>Spring Semester</b>		
MKT 3233	Principles of Marketing	3	MNGT 3243	Production & Operations Management	3
BIM 3183	Business Information Management	3	FIN 3113	Business Finance	3
ENG 3903	Technical & Professional Writing	3	BLAW 3123	Legal Environment of Business	3
MNGT 3113	Management and Org Behavior	3		Business Elective*	3
	Elective	<u>3</u>		Marketing Elective*	<u>3</u>
		15			15

**+Senior Year-Southeastern Oklahoma State University**

<b>Fall Semester</b>			<b>Spring Semester</b>		
MKT 3633	Consumer Behavior	3	MKT 4643	Marketing Management	3
MKT 4333	Marketing Research	3	MNGT 4633	Business Policy	3
BUS 3333	Business Ethics	3		Marketing Elective*	3
	Marketing Elective*	3		Business Elective (4000 level)*	3
	Business Elective*	<u>3</u>		Elective	<u>3</u>
		15			15

\*Must be approved by department.

Total hours transferred from Murray State College: 68  
 Total hours needed to complete Bachelor of Business Administration in Marketing: 60

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