

Ferris Program: Marketing

Degree Type: Bachelor of Science

Ferris College: College of Business

Transfer School: Kalamazoo Valley Community College

Consortium Eligible: No

Total Credits Required: 120-122

Catalog Year: 2025-2026

GENERAL EDUCATION REQUIREMENTS – 39-40 Credits Required

Students are encouraged to work with an advisor to select appropriate general education courses. Diversity Competency - 2 Courses Required. If not met by courses taken for Culture, Self and Society, or MTA, a student must meet the following: 1 course with the Global Diversity attribute and 1 course with the U.S. Diversity attribute.

Visit the Ferris State [general education page](#) for more information.

Communication Competency

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
COMM 121	Fundamentals of Public Speaking	3	COM 101
ENGL 150	English 1	3	ENG 110
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	ENG 112 or ENGL 127 or BUS 160 or ENG 111 or ENG 160
ENGL 325	Advanced Business Writing	3	No Equivalent

Quantitative Literacy Competency

Requirements for Quantitative Literary Competency can be met with the following:

- Official Pre-2016 Math SAT Score of 560 or Higher
- Official Post-2016 Math SAT Score of 580 or Higher
- Official Math ACT Score of 24 or Higher

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MATH 114 or MATH 115	Quantitative Reasoning for Professionals 2 or Intermediate Algebra	4 or 3	No Equivalent or MATH 099

Natural Sciences Competency

Two courses are required with a minimum of 6 credits: must have at least one lab course.

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Natural Sciences Electives	6	Varies

Culture Competency

Three courses are required with a minimum of 9 credits: must be from two different disciplines, have at least one 200 level or higher course, and have no more than 5 credits from Culture Competency Activities.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Culture Electives	9	Varies

Self and Society Competency

Three courses are required with a minimum of 9 credits: must be from two different disciplines, have at least one 200 level or higher course.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
PSYC 150	Introduction to Psychology	3	PSY 150
ECON 201	Principles of Microeconomics	3	ECO 202
ECON 202	Principles of Macroeconomics	3	ECO 201

COLLEGE REQUIREMENTS – 81 Credits Required

Business Core Requirements

30 Credits Required. These courses are used to calculate the core 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
ACCT 201	Principles of Financial Accounting	3	ACC 101 or ACC 109
ACCT 202	Principles of Managerial Accounting	3	ACC 102
STQM 260	Introduction to Statistics	3	MATH 216 or MATH 220 or MATH 245
MGMT 301	Applied Management	3	No Equivalent
BLAW 321	Contracts and Sales	3	No Equivalent
MKTG 321	Principles of Marketing	3	BUS 105
ISYS 321	Business Information Systems	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
FINC 322	Financial Management 1	3	No Equivalent
MGMT 370	Quality and Operations Management	3	No Equivalent
BUSN 499	Integrating Experience	3	No Equivalent

Additional Requirements

9 Credits Required. These courses are not used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
ISYS 105	Introduction to Micro Systems and Software	3	BUS 103
Varies	Free Electives (Advisor Approval)	6	Varies

Major Courses

30 Credits Required. These courses are used to calculate the core 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
(Choose 1 of 4) MKTG 200 or PREL 240 or AIMC 382 or MKTG 383	Marketing, Branding & You or Public Relations Principles or Business-to-Business Digital Marketing or Direct and Digital Marketing	3	No Equivalent
PFSL 231	Professional Selling	3	BUS 208
AIMC 300	Principles of Advertising/Integrated Marketing Communications	3	No Equivalent
MKTG 322	Consumer Behavior	3	No Equivalent
MKTG 378	Marketing Data Analysis	3	No Equivalent
MKTG 425	Marketing Research	3	No Equivalent
MKTG 441	International Marketing	3	No Equivalent
MKTG 472	Supply Chain Management	3	No Equivalent
MKTG 491	Marketing Internship	3	No Equivalent
MKTG 499	Marketing Strategy Capstone	3	No Equivalent

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CONCENTRATION OR MINOR – 12 to 18 Credits Required (Advisor Approval)

Choose One Concentration or Minor

Specializations in Marketing Concentration (SMKT)

12 Credits Required. Choose 4 of 15 of the below courses. These courses are not used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
DSGN 224	Web Design and Planning	3	No Equivalent
PFSL 331	Strategic Selling	3	No Equivalent
MKTG 337	Principles of Commerce	3	No Equivalent
MKTG 339	Visual Merchandising	3	No Equivalent
AIMC 382	Business-to-Business Digital Marketing	3	No Equivalent
AIMC 383	Business-to-Consumer Digital Marketing	3	No Equivalent
MKTG 383	Direct and Digital Marketing	3	No Equivalent
MKTG 410	Industrial Marketing	3	No Equivalent
MKTG 420	Sports Marketing	3	No Equivalent
PFSL 431	Advanced Selling	3	No Equivalent
PFSL 436	Sales Management	3	No Equivalent
MKTG 438	Strategic Channel Marketing	3	No Equivalent
MKTG 466	Purchasing	3	No Equivalent
MKTG 472	Supply Chain Management	3	No Equivalent
MKTG 475	Product Marketing	3	No Equivalent

Marketing Industry Specific Concentration (MKIS)

12 Credits Required. These courses are not used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Industry Specific Electives (Advisor Approval)	12	Varies

Minor(Advisor Approval)

18 Credits Required. These courses are not used to calculate the major 2.00 GPA requirement.

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Industry Specific Electives (Advisor Approval)	18	Varies

PROGRAM CONTACT INFORMATION

College of Business
Marketing
(231) 591-2426
MKTG@Ferris.edu

Ferris Statewide - Kalamazoo Valley Community College
(269) 488-4039
FerrisSW@Ferris.edu

ADMISSION REQUIREMENTS

New Student Admission Requirements

2.50 High School GPA (on a 4.00 scale)

- SAT Scores Two of the Three Criteria:
 1. ERW SAT score of 450 or higher.
 2. Math SAT score of 500 or higher. Placement in MATH 109 or 110 will be considered (Math SAT score of 480 or higher).
 3. Composite SAT of 900 or higher.
- ACT Scores Two of the Three Criteria:
 1. English ACT score of 16 or higher.
 2. Math ACT score of 19 or higher.
 3. Reading ACT score of 19 or higher.

Transfer Student Admission Requirements

- Combined college or university GPA of 2.35 (on a 4.00 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.
- Transfer equivalency for Ferris State University's ENGL 150 or placement during the first semester at Ferris State University which would require an English ACT score of 16 or higher; or ERW SAT score of 450 or higher; or English Accuplacer score of 6 or higher.
- Transfer equivalency for Ferris State University's MATH 114 or 115 or placement during the first semester at Ferris State University which would require a Math ACT score of 19 or higher; Math SAT of 500 or higher; or Math Accuplacer scores: Elementary Algebra score 75 or higher and College Level Math 0 to 49.

MORE INFORMATION

To fulfill the residency requirement for a bachelor's degree a student must earn a minimum of 30 credits from Ferris State University.

Steps to Apply

- Complete your [free application](#).

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- Submit official transcripts
 - Submit official transcripts from every school attended to Transfer@Ferris.edu
 - Or mail to:
Ferris State University Admissions Office
1201 S. State St., CSS 201
Big Rapids, MI 49307
- Submit test scores (if required)
 - ACT Scores; go to the [ACT website](#) - Ferris State University School Code: 1994
 - SAT, CLEP and AP Scores; go to the [College Board website](#) - Ferris State University School Code: 1222

Advising Notes

It is recommended that potential applicants meet with an advisor to review the degree, course schedule, transfer policies and have any questions answered prior to completing an application. Ferris accepts transfer courses in which the student earned a letter grade of "C" or better. Additional policies such as the Ferris Sunset and Residency Requirement should be discussed with a Ferris advisor. Students who are completing the MTA may have different general education course requirements for the particular degree selected.

Meeting with a Ferris advisor prior to the selection of general education or elective coursework may reduce the chance of completing a course that will not apply toward the selected degree. Students must work with their Ferris advisor to declare a Minor or Concentration and for the selection of Directed Electives.

Once admitted, students are required to complete an orientation and should continue to meet with an advisor as they work toward graduation.

To schedule an appointment or for additional transfer resources and policies see our [Transfer Resource page](#).

*Indicates an approved Ferris course substitution

Reverse Transfer Agreement

Ferris has reverse transfer agreements with several Michigan Community Colleges. Under such agreement, Ferris will provide your official University transcript to a partner school you have attended, so that they may grant you an associate or bachelor's degree upon completion of sufficient and appropriate credit hours from both institutions. In turn, the degree-granting institution will provide Ferris with an updated transcript reflecting the newly earned credential.

Michigan Transfer Agreement (MTA)

Ferris participates in the Michigan Transfer Agreement (MTA). This agreement will facilitate the transfer of general education requirements from one Michigan institution to another. Students may complete the MTA as part of a degree program or as a stand-alone package. The MTA consists of a minimum of 30 general education credit hours as identified by the college or university.

Students transferring to Ferris with the Michigan Transfer Agreement (MTA) and entering a degree program will have met a 30-hour block of lower-level general education courses. However, this does not exempt students from completing program-specific prerequisites or higher-level general education course requirements. Students should contact their advisor regarding classes that meet the MTA.

Transfer Equivalencies Tools

The transfer equivalencies link is located in the Transfer Resources section at transfer.ferris.edu.

Disclaimer

Transfer guides are not intended to be a contract with Ferris. The information in this guide is subject to change and is aligned with the catalog year listed above. Students should contact their community college and/or

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Ferris to keep informed of changes. Students' final responsibility for verifying all transfer information lies with the student. Please refer to the [Ferris catalog](#) for the most current curriculum.

Partners may contact the Office of Transfer and Secondary School Partnerships with questions or updates at TransferGuidesArticulations@Ferris.edu.

Webpage Updated: 1/16/2025