

Ferris Program: Marketing

Degree Type: Bachelor of Science

Ferris College: College of Business

Transfer School: Lansing Community College (LCC)

Consortium Eligible: Yes

Total Credits Required: 120-121

Catalog Year: 2023-2024

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 for more information.

Communication Competency

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
COMM 121	Fundamentals of Public Speaking	3	COMM 130
ENGL 150	English 1	3	ENG 122 or ENG 132
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	or ENG 123 or ENG 133
ENGL 325	Advanced Business Writing	3	No Equivalent

Quantitative Literacy

Students must substitute General Education elective credits for MATH 114 or 115 if their Math ACT score is 24 or higher or their SAT score is 580 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	MATH 117 or MATH 109 or MATH 120

Natural Sciences Competency

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

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

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Cultural 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 Cultural 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	PSYC 200
ECON 201	Principles of Microeconomics	3	ECON 201
ECON 202	Principles of Macroeconomics	3	ECON 202

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	ACCG 210
ACCT 202	Principles of Managerial Accounting	3	ACCG 211
STQM 260	Introduction to Statistics	3	STAT 170 or STAT 215 or MGMT 335
MGMT 301	Applied Management	3	MGMT 225
BLAW 321	Contracts and Sales	3	No Equivalent
MKTG 321	Principles of Marketing	3	MKTG 200
ISYS 321	Business Information Systems	3	No Equivalent
FINC 322	Financial Management 1	3	No Equivalent
MGMT 370	Quality and Operations Management	3	No Equivalent
BUSN 499	Integrating Experience	3	No Equivalent

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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	CITA 110
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
MKTG 231	Professional Selling	3	MKTG 120
AIMC 300	Principles of Advertising/ Integrated Marketing Communications	3	MKTG 140
MGMT 310 or Marketing Elective (Advisor Approval)	Small Business Management or Marketing Elective	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

CONCENTRATION – 12 Credits Required (Advisor Approval)

Choose One Concentration

Digital Marketing Concentration (DGMK)

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 or AIMC 375	Web Design and Planning or Business- to-Business Advertising	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
	and Integrated Marketing Communications		
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

Healthcare Marketing Concentration (HCMK)

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

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
COHP 101	The United States Health Care System	3	No Equivalent
MRIS 103	Medical Terminology	3	CHSE 120
HCSA 202	Health Care Law 1	3	No Equivalent
MRIS 221	Foundations of Reimbursement	3	CHSE 130

Marketing Concentration (MKT)

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

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

Marketing Industry Specific Concentration (MKIS)

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

Professional Sales Concentration (PFSL)

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

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MKTG 331 or MKTG 410	Strategic Selling or Industrial Marketing	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MKTG 431	Advanced Selling	3	No Equivalent
MKTG 436	Sales Management	3	No Equivalent
MKTG 466	Purchasing	3	No Equivalent

Retailing Concentration (RET)

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

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MKTG 337	Principles of Commerce	3	No Equivalent
MKTG 339	Visual Merchandising	3	No Equivalent
AIMC 383 or MKTG 383 or MKTG 466	Business-to-Consumer Digital Marketing or Direct and Digital Marketing or Purchasing	3	No Equivalent
MKTG 438	Strategic Channel Marketing	3	No Equivalent

Sports Marketing Concentration (SPMK)

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

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MKTG 420	Sports Marketing	3	No Equivalent
MKTG 491	Marketing Internship	3	No Equivalent
PREL 240	Public Relations Principles	3	No Equivalent
PREL 341 or Directed Elective (Advisor Approval)	Public Relations Tactics or Directed Elective (Advisor Approval)	3	Varies

PROGRAM CONTACT INFORMATION

Marketing
(231) 591-2426

(517) 483-9723

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ADMISSION REQUIREMENTS

New Student Admission Requirements

2.50 High School GPA (on a 4.00 scale)

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

Select courses may be delivered online and/or in a mixed delivery format (i.e. a mix of online and face-to-face instruction at the Ferris Main Campus or at a statewide location).

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 .
- Submit official transcripts
 - Submit official transcripts from every school attended to
 - 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 - Ferris State University School Code: 1994
 - SAT, CLEP and AP Scores; go to the - 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.

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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 .

*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 .

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

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