

**Ferris Program:** Professional Esports Production

**Degree Type:** Bachelor of Science

**Ferris College:** College of Business

**Transfer School:** Macomb Community College

**Consortium Eligible:** Yes

**Total Credits Required:** 120-121

**Catalog Year:** 2024-2025

### 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	SPCH 1060
ENGL 150	English 1	3	ENGL 1181 or ENGL 1210
ENGL 250	English 2	3	ENGL 1100 or ENGL 1220
ENGL 311	Advanced Technical 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 1050 /X

#### Natural Sciences Competency

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

# FERRIS STATE UNIVERSITY

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 and have at least one at FSU 200 level or higher course.

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 and have at least one at FSU 200 level or higher course, and at least one Self and Society Foundation course.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
PSYC 150	Introduction to Psychology	3	PSYC 1010
COMM 365	Intercultural Communication	3	SPCH 2300
Varies	Self and Society Elective	3	Varies

## COLLEGE REQUIREMENTS – 79 Credits Required

### Required Business Courses

27 Credits Required.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
DAGD 104 or TDMP 132	Digital Imaging or Digital Media Art and Technology	3	No Equivalent or MACA 1320
TDMP 110	Introduction to Digital Media	3	ELEC 1250 or SPCH 1460
ISIN 121	Digital Security Awareness	3	ITCS 1010 or ITIA 1200
STQM 260	Introduction to Statistics	3	MATH 1340
BLAW 301 or BLAW 321	Legal Environment of Business or Contracts and Sales	3	No Equivalent
HSMG 301	Hospitality Facility Management	3	No Equivalent

# FERRIS STATE UNIVERSITY

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MGMT 301	Applied Management	3	MGMT 1010
MKTG 321	Principles of Marketing	3	MKTG 1010
MKTG 425	Marketing Research	3	No Equivalent

## Major Courses

34 Credits Required.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
ESPT 100	Introduction to Esports	3	No Equivalent
ESPT 110	Game Studies	3	No Equivalent
ESPT 201	Esports Casting and Streaming	1	No Equivalent
ESPT 202	Esports Event Management	1	No Equivalent
ESPT 203	Esports Security	1	No Equivalent
ESPT 204	Esports Coaching	1	No Equivalent
HSMG 240	Digital Event Production	3	No Equivalent
ESPT 260	Content Creation Tools and Techniques	3	No Equivalent
TDMP 315	Live Streaming and Recording	3	No Equivalent
ESPT 350	Psychology of Play and Players	3	No Equivalent
ESPT 360	Live Streaming Interface Design	3	No Equivalent
ESPT 425	Culture and Diversity in Gaming	3	No Equivalent
ESPT 498	Capstone	3	No Equivalent
ESPT 499	Practicum	3	No Equivalent

## Industry Related Courses

6 Credits Required.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
PLSC 323	International Organizations	3	No Equivalent

# FERRIS STATE UNIVERSITY

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
COMM 383	Mass and Social Media Communication	3	SPCH 1400

## CONCENTRATIONS – 12 Credits Required (Advisor Approval)

Choose One Concentration

### Coaching and Psychology Concentration (CAPS)

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
PSYC 325	Social Psychology	3	PSYC 2600
PSYC 326	Industrial and Organizational Psychology	3	PSYC 2400
PSYC 331	Psychology of Personality	3	No Equivalent
Varies	Directed Elective (Advisor Approval)	3	Varies

### Event Management Concentration (ESEV)

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
HSMG 300	Guest Service Management	3	No Equivalent
HSMG 305	Convention Sales and Service	3	No Equivalent
HSMG 401	Event Management 1	3	No Equivalent
HSMG 402	Event Management 2	3	No Equivalent

### General Concentration (GESP)

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
(Choose 4 of 8) HSMG 300	Guest Service Management	3	No Equivalent
(Choose 4 of 8) HSMG 305	Convention Sales and Service	3	No Equivalent
(Choose 4 of 8) HSMG 401	Event Management 1	3	No Equivalent
(Choose 4 of 8) HSMG 402	Event Management 2	3	No Equivalent
(Choose 4 of 8) PSYC 325	Social Psychology	3	PSYC 2600

# FERRIS STATE UNIVERSITY

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
(Choose 4 of 8) PSYC 326	Industrial and Organizational Psychology	3	PSYC 2400
(Choose 4 of 8) PSYC 331	Psychology of Personality	3	No Equivalent
(Choose 4 of 8) Varies	Directed Elective (Advisor Approval)	3	Varies

## PROGRAM CONTACT INFORMATION

College of Business  
School of Digital Media  
(231) 591-2712  
[SDM@ferris.edu](mailto:SDM@ferris.edu)

Ferris Statewide - Macomb Community College  
(586) 445-7150  
[FerrisSE@Ferris.edu](mailto:FerrisSE@Ferris.edu)

Ferris Online  
(231) 591-2340  
[Online@Ferris.edu](mailto:Online@Ferris.edu)

## ADMISSION REQUIREMENTS

### New Student Admission Requirements

- Minimum 2.50 High School GPA (on a 4.00 scale)
- Minimum ACT Score of 17 or SAT Score of 900

### Transfer Student Admission Requirements

- Combined college or university GPA of 2.00 (on a 4.00 scale) from all institutions attended.
- 12 credit hours or more.

## 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](#).
- Submit official transcripts
  - Submit official transcripts from every school attended to [Transfer@Ferris.edu](mailto: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

# FERRIS STATE UNIVERSITY

## 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](https://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 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](mailto:TransferGuidesArticulations@Ferris.edu).