

FERRIS STATE UNIVERSITY

MARKETING TRANSFER GUIDE FOR MACOMB COMMUNITY COLLEGE

Ferris Program: Marketing
Degree Type: Bachelor of Science
Ferris College: College of Business
Transfer School: Macomb Community College
Consortium Eligible: No
Total Credits Required: 120-122
Catalog Year: 2025-2026

GENERAL EDUCATION REQUIREMENTS – 39-41 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 211 or ENGL 250 | Industrial and Career Writing or English 2 | 3 | BCOM 2050 or ENGL 1190 or ENGL 1220 |
| 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 1050/X or MATH 1415 |

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 | PSYC 1010 |
| ECON 201 | Principles of Microeconomics | 3 | ECON 1170 |
| ECON 202 | Principles of Macroeconomics | 3 | ECON 1160 |

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 | ACCT 1080 |
| ACCT 202 | Principles of Managerial Accounting | 3 | ACCT 1090 |
| STQM 260 | Introduction to Statistics | 3 | MATH 1340 |
| MGMT 301 | Applied Management | 3 | MGMT 1010 |
| BLAW 321 | Contracts and Sales | 3 | No Equivalent |
| MKTG 321 | Principles of Marketing | 3 | MKTG 1010 |
| ISYS 321 | Business Information Systems | 3 | No Equivalent |
| FINC 322 | Financial Management 1 | 3 | No Equivalent |

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| Ferris Course | Ferris Course Title | Ferris Credit Hours | Transfer Course |
|---------------|-----------------------------------|---------------------|-----------------|
| 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 | ITCS 1010 |
| 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 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 | MKTG 2010 |
| AIMC 300 | Principles of Advertising/Integrated Marketing Communications | 3 | MKTG 2020 |
| MKTG 322 | Consumer Behavior | 3 | MKTG 2060 |
| 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 | BUSN 2030 |
| MKTG 491 | Marketing Internship | 3 | No Equivalent |
| MKTG 499 | Marketing Strategy Capstone | 3 | No Equivalent |

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

Choose One Concentration or Minor

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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 | MKTG 1050 |
| 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 Planning | 3 | No Equivalent |
| MKTG 466 | Purchasing | 3 | No Equivalent |
| MKTG 472 | Supply Chain Management | 3 | BUSN 2030 |
| 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 - Macomb Community College
(586) 445-7150
FerrisSE@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: 1/22/2025