

Ferris Program: Public Relations

Degree Type: Bachelor of Science

Ferris College: College of Business

Transfer School: Southwestern Michigan College (SMC)

Consortium Eligible: Yes

Total Credits Required: 120-122

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	SPEE 102
ENGL 150	English 1	3	ENGL 103
ENGL 250	English 2	3	ENGL 104
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	No Equivalent or MATH 102

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

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

COLLEGE REQUIREMENTS – 81-82 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	ACCO 201
ACCT 202	Principles of Managerial Accounting	3	ACCO 202
STQM 260	Introduction to Statistics	3	MATH 150
MGMT 301	Applied Management	3	BUSI 201
BLAW 301	Legal Environment of Business	3	No Equivalent
MKTG 321	Principles of Marketing	3	BUSI 220
MGMT 370	Quality and Operations Management	3	No Equivalent
FINC 322	Financial Management 1	3	No Equivalent
ISYS 321	Business Information Systems	3	No Equivalent
BUSN 499	Integrating Experience	3	No Equivalent

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Major Courses

33 Credits Required. These courses are used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
DSGN 100 or GCOM 131 or DSGN 224	Design Foundations or Building Professional Digital Documents or Web Design and Planning	3	No Equivalent
JRNL 121	Writing for Mass Media	3	No Equivalent
PREL 201	Public Relations Seminar	3	No Equivalent
PREL 240	Public Relations Principles	3	No Equivalent
PREL 341	Public Relations Tactics	3	No Equivalent
PREL 360	Reputation Management and Crisis Control	3	No Equivalent
AIMC 370	Social Media and Content Marketing	3	No Equivalent
MKTG 425	Marketing Research	3	No Equivalent
PREL 440	Public Relations Strategy	3	No Equivalent
PREL 455	Public Relations Campaigns	3	No Equivalent
PREL 491	Public Relations Internship	3	No Equivalent

Additional Requirements

6 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
ISYS 105	Introduction to Microcomputer Systems and Software	3	ISYS 110
SOCY 121 or ANTH 122	Introductory Sociology or Introduction to Cultural Anthropology	3	PSYC 101 or SOCI 101

CONCENTRATION – 12-13 Credits Required (Advisor Approval)

Choose One Concentration

Employee Relations Concentration (EMRL)

12 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MGMT 373	Human Resource Management	3	BUSI 225
MGMT 375	Negotiations	3	No Equivalent
MGMT 385	Recruitment and Selection	3	No Equivalent
Varies	Employee Relations Directed Elective (Advisor Approval)	3	Varies

Investor Relations Concentration (INRL)

12 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
FINC 300	Mathematics and Finance	3	No Equivalent
FINC 312	Financial Markets and Institutions	3	No Equivalent
FINC 323	Financial Management 2	3	No Equivalent
Varies	Finance Directed Elective (Advisor Approval)	3	Varies

Marketing Promotions Concentration (MKPR)

12 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MKTG 231	Professional Selling	3	BUSI 121
AIMC 300	Principals of Advertising and Integrated Marketing Communications	3	BUSI 221
MKTG 322	Consumer Behavior	3	No Equivalent
Varies	Marketing Promotions Directed Elective (Advisor Approval)	3	Varies

Media Relations Concentration (MDRL)

13 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
TDMP 243	Field Production	3	No Equivalent
TDMP 326	Script Writing	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
JRNL 328	Feature and Opinion Writing	3	No Equivalent
ENGL 411	Professional and Technical Communication	4	No Equivalent

Public Relations Concentration (PURE)

12 Credits Required. These courses are not used to calculate the major 2.50 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Public Relations Directed Electives (Advisor Approval)	12	Varies

PROGRAM CONTACT INFORMATION

Marketing
(231) 591-2426

(269) 782-1214

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.

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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 Sores; 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.

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

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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 .