

**Ferris Program:** Graphic Media Management

**Degree Type:** Bachelor of Science

**Ferris College:** College of Business

**Transfer School:** Washtenaw Community College (WCC)

**Consortium Eligible:** No

**Total Credits Required:** 124-125

**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 for more information.

#### Communication Competency

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
COMM 105 or COMM 121 or COMM 221	Interpersonal Communication or Fundamentals of Public Speaking or Small Group Decision Making	3	COM 102 or COM 101 or COM 220
ENGL 150	English 1	3	ENG 111
ENGL 250	English 2	3	ENG 226
ENGL 311 or ENGL 325	Advanced Technical Writing or Advanced Composition	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 115	Intermediate Algebra	3	MTH 169

#### 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 (Consult Advisor)	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
PHOT 101	Photography	3	PHO 111
Varies	Culture Electives (Consult Advisor)	6	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	ECO 222
ECON 202	Principles of Macroeconomics	3	ECO 211
Varies	Self and Society Electives (Consult Advisor)	3	Varies

## COLLEGE REQUIREMENTS – 85 Credits Required

### Major Courses

55 Credits Required. These courses are used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
GCOM 131	Building Professional Digital Documents	3	GDT 112
GCOM 132	Portable Document Files and Prepress Workflow	3	No Equivalent
GCOM 161	Media Imaging and Production	4	No Equivalent
ACCT 201	Principles of Financial Accounting	3	ACC 111
DSGN 224	Web Design and Planning	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
GCOM 232	Digital Color Reproduction	3	No Equivalent
GCOM 243	Prepress Workflow Automation	4	No Equivalent
GCOM 273	Substrates, Inks, and Coatings	3	No Equivalent
GCOM 285	Introduction to Packaging	3	No Equivalent
GCOM 299	Imaging and Finishing Project Management	3	No Equivalent
GMAN 310	Variable Data Publishing and Cross Media Marketing	3	No Equivalent
GMAN 351	Project Estimating and Cost Analysis	3	No Equivalent
GMAN 361	Production Planning	3	No Equivalent
GMAN 393	Media Management Internship	4	No Equivalent
GMAN 425	Digital Workflow Engineering and Automation	3	No Equivalent
GMAN 440	Color Management	3	No Equivalent
GMAN 462	Media Process Management	3	No Equivalent
GMAN 498	Current Topics in Media Management	1	No Equivalent

## Major Related Requirements

18 Credits Required. These courses are used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
STQM 260	Introduction to Statistics	3	BMG 265 or MTH 160
MGMT 301	Applied Management	3	BMG 230
BLAW 321	Contracts and Sales	3	No Equivalent
MKTG 321	Principles of Marketing	3	BMG 250
MGMT 350	Management Metrics and Decision Making	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

## Directed Electives

12 Credits Required (Advisor Approval). Students must complete 12 credits in directed electives and should consult with their advisor regarding which courses to enroll in.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Directed Electives	12	Varies

## PROGRAM CONTACT INFORMATION

Marketing  
(231) 591-2426

(517) 483-9723

## ADMISSION REQUIREMENTS

In order to graduate from Ferris State University, students must meet both University and Programmatic Graduation Requirements.

### University Graduation Requirements

These are the minimum graduation requirements for a graduate degree at Ferris State University:

- All requirements as specified in the University Requirements section must be met.
- A minimum of 120 credits must be earned.
- A 2.00 or higher cumulative Ferris State University GPA is required.
- A minimum of 30 credits must be earned from Ferris State University to meet the Residency requirement.
- A minimum of 40 credits of 300 level or higher courses must be earned.

### Programmatic Graduation Requirements

These are the additional graduation requirements mandated by the program:

- All requirements as specified in the College Requirements section must be met.
- Maintain a 2.00 cumulative GPA in the Major Courses and Major Related Requirements sections.

## 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 .

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- 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 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

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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 for the most current curriculum.

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