

**Ferris Program:** Public Relations

**Degree Type:** Bachelor of Science

**Ferris College:** College of Business

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

**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                   | COM 101         |
| ENGL 150      | English 1                       | 3                   | ENG 111         |
| ENGL 250      | English 2                       | 3                   | ENG 226         |
| 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 MTH 169 |

**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                   | ECO 222         |
| ECON 202      | Principles of Macroeconomics | 3                   | ECO 211         |
| PSYC 150      | Introduction to Psychology   | 3                   | PSY 100         |

## 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                   | ACC 111         |
| ACCT 202      | Principles of Managerial Accounting | 3                   | ACC 122         |
| STQM 260      | Introduction to Statistics          | 3                   | BMG 265         |
| MGMT 301      | Applied Management                  | 3                   | BMG 230         |
| BLAW 301      | Legal Environment of Business       | 3                   | BMG 111         |
| MKTG 321      | Principles of Marketing             | 3                   | BMG 250         |
| 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<br>GCOM 131 or<br>DSGN 224 | Design Foundations or<br>Building Professional<br>Digital Documents or<br>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<br>Principles  | 3                   | No Equivalent   |
| PREL 341                               | Public Relations Tactics  | 3                   | No Equivalent   |
| PREL 360                               | Reputation Management<br>and Crisis Control   | 3                   | No Equivalent   |
| AIMC 370                               | Social Media and Content<br>Marketing   | 3                   | No Equivalent   |
| MKTG 425                               | Marketing Research  | 3                   | No Equivalent   |
| PREL 440                               | Public Relations Strategy   | 3                   | No Equivalent   |
| PREL 455                               | Public Relations<br>Campaigns   | 3                   | No Equivalent   |
| PREL 491                               | Public Relations<br>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<br>Microcomputer Systems<br>and Software              | 3                   | BOS 106 or<br>CIS 100 |
| SOCY 121 or<br>ANTH 122 | Introductory Sociology or<br>Introduction to Cultural<br>Anthropology | 3                   | SOC 100 or<br>ANT 201 |

## 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                   | BMG 240         |
| 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                   | BMG 160         |
| AIMC 300      | Principals of Advertising and Integrated Marketing Communications | 3                   | No Equivalent   |
| 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

(517) 483-9723

## 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 .