

Ferris Program: Graphic Media Management

Degree Type: Bachelor of Science

Ferris College: College of Business

Transfer School: West Shore Community College (WSCC)

Consortium Eligible: No

Total Credits Required: 133-134

Catalog Year: 2023-2024

GENERAL EDUCATION REQUIREMENTS – 39 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 (Choose 1) | Interpersonal Communication or Fundamentals of Public Speaking or Small Group Decision Making | 3 | COM 110 or COM 101 or COM 206 |
| ENGL 150 | English 1 | 3 | ENG 111 |
| ENGL 250 | English 2 | 3 | ENG 112 |
| ENGL 311 or ENGL 325 (Choose 1) | Advanced Technical Writing or Advanced Composition | 3 | No Equivalent |

Quantitative Literacy Competency

| Ferris Course | Ferris Course Title | Ferris Credit Hours | Transfer Course |
|---------------|----------------------|---------------------|-----------------|
| MATH 115 | Intermediate Algebra | 3 | MTH 121 |

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 (Consult Advisor) | 6 | Varies |

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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 157 |
| 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 136 |
| ECON 202 | Principles of Macroeconomics | 3 | ECO 137 |
| Varies | Self and Society Electives (Consult Advisor) | 3 | Varies |

COLLEGE REQUIREMENTS – 94 Credits Required

Major Courses

58 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 | No Equivalent |
| GCOM 132 | Portable Document Files and Prepress Workflow | 3 | No Equivalent |
| GCOM 161 | Media Imaging and Production | 4 | No Equivalent |
| ISYS 200 | Database Design and Implementation | 3 | CIT 130 |
| ACCT 201 | Principles of Financial Accounting | 3 | ACC 201 |
| DSGN 224 | Web Design and Planning | 3 | No Equivalent |
| GCOM 232 | Digital Color Reproduction | 3 | No Equivalent |
| GCOM 243 | Prepress Workflow Automation | 4 | No Equivalent |

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| Ferris Course | Ferris Course Title | Ferris Credit Hours | Transfer Course |
|---------------|--|---------------------|-----------------|
| 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 | MTH 123 |
| MGMT 301 | Applied Management | 3 | MGT 201 |
| BLAW 321 | Contracts and Sales | 3 | No Equivalent |
| MKTG 321 | Principles of Marketing | 3 | MKT 241 |
| MGMT 350 | Management Metrics and Decision Making | 3 | No Equivalent |
| MGMT 370 | Quality and Operations Management | 3 | No Equivalent |

PROGRAM CONTACT INFORMATION

Marketing
(231) 591-2426

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(231) 995-1734

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 .
- 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.

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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 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 .