

FERRIS STATE UNIVERSITY

MUSIC AND ENTERTAINMENT BUSINESS ARTICULATION AGREEMENT AND TRANSFER GUIDE FOR WEST SHORE COMMUNITY COLLEGE

Ferris Program: Music and Entertainment Business

Degree Type: Bachelor of Science

Ferris College: College of Business

Transfer School: West Shore Community College (WSCC)

Consortium Eligible: No

Articulation Agreement: Yes

Total Credits Required: 120-121

Catalog Year: 2022-2023

The effective dates for this articulation agreement are May 1, 2021 - May 1, 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 105 or COMM 121	Interpersonal Communication or Fundamentals of Public Speaking	3	COM 110 or COM 101
ENGL 150	English 1	3	ENG 111
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	BUS 257 or ENG 112
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	MTH 125 or MTH 121

Natural Sciences Competency

Two courses are required with a minimum of 6 credits: must have at least one lab course. The courses depend on chosen minor, please see your advisor prior to registering for courses.

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Natural Sciences Electives	6	Varies

Cultural 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 Cultural Competency Activities.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MUSI 121 or MUSI 221 or MUSI 228 or MUSI 236 or Three 1-Credit Music (MUSI) Activity Courses	Fundamentals of Music and 1-Credit Music (MUSI) Activity Course or Music Appreciation or American Pop Music Since 1900 or Music in Film or Three 1-Credit Music (MUSI) Activity Courses	3	MUS 101 or MUS 100 or MUS 105 or No Equivalent or No Equivalent
PHOT 101 or THTR 219 or HUMN 240 or FILM 360	Photography or Beginning Technical Theatre or Popular Culture or Gender and Race in Film	3	ART 157 or THE 151 or No Equivalent or No Equivalent
MUSI 232	Music and Culture	3	No Equivalent

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 200 level or higher course.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
PSYC 150	Introduction to Psychology	3	PSY 161
ECON 201	Principles of Microeconomics	3	ECO 137
ECON 202	Principles of Macroeconomics	3	ECO 136

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	ACC 121

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
ACCT 202	Principles of Managerial Accounting	3	ACC 122
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 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

Major Courses

26 Credits Required. These courses are used to calculate the core 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
MEBM 101	Music and Entertainment Business Industry Fundamentals	1	No Equivalent
MEBM 192	Music and Entertainment Business Internship 1	2	No Equivalent
MEBM 292	Music and Entertainment Business Internship 2	2	No Equivalent
MKTG 322	Consumer Behavior	3	No Equivalent
MEBM 351	The Music and Entertainment Business	3	No Equivalent
MEBM 358	Survey of Music Technology	3	MUS 104
MKTG 378	Marketing Data Analysis	3	No Equivalent
MKTG 425	Marketing Research	3	No Equivalent
(Choose 2 of 4) MKTG 231	Professional Selling	3	MKT 243
(Choose 2 of 4) PREL 240	Public Relations Principles	3	No Equivalent
(Choose 2 of 4) Directed Elective (Advisor Approval)	Directed Elective (Advisor Approval)	3	No Equivalent

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Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
(Choose 2 of 4) Directed Elective (Advisor Approval)	Directed Elective (Advisor Approval)	3	No Equivalent

Computer Literacy

This requirement can be met with a competency exam or Microsoft Certification with elective courses to replace the 3 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 Microcomputer Systems and Software	3	BIS 160

Minor or MEBM Specialized Concentration (SPZD)

A total of 18 credits is required with a maximum of 6 to 7 credits overlapping courses with degree must be substituted with directed electives to meet requirement to have a minimum of 120 credits. One course must be 300 level or higher. These courses are not used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Directive Elective (Advisor Approval)	15	Varies
Varies	Directive Elective - 300 Level or Higher (Advisor Approval)	3	Varies

Electives

In order to graduate with a bachelor's degree, a student must have a minimum of 120 credits. The electives required for each student may vary depending on courses taken. Based on how a student meets the programmatic requirements, they may need more or less than 4 credits of elective courses to meet the required 120 credit minimum. These courses are not used to calculate the major 2.00 GPA requirement.

Ferris Course	Ferris Course Title	Ferris Credit Hours	Transfer Course
Varies	Electives (Advisor Approval)	4	Varies

PROGRAM CONTACT INFORMATION

Marketing
(231) 591-2426

(231) 995-1734

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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.

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 Scores; 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.

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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 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 .