

JACKSON COMMUNITY COLLEGE
TRANSFER GUIDE TO FERRIS STATE UNIVERSITY
Bachelor of Science in MARKETING
with MARKETING, RETAILING, SALES, E-COMMERCE or DIVERSIFIED CONCENTRATIONS –
122/123 credits

COURSES TO TAKE AT JCC
(FSU equivalencies in parenthesis)

<u>Communication Requirement</u>	<u>JCC Cr.</u>
COM 240 (COMM 105) or 231 (COMM 121)	3 cr.++
ENG 131 (ENGL 150)	3 cr.
ENG 132 (ENGL 250)	3 cr.
<u>Science/Math Requirements</u>	
LAB SCIENCE COURSE	4 cr.
NATURAL SCIENCE	3/4 cr.
MTH 131 (MATH 115)	4 cr.
<u>Humanities/(Cultural Enrichment at FSU)</u>	9 cr.
-one must be at a 200 level or higher – courses such as History, Humanities, Music, Theater, Foreign language, etc.	
<u>Social Sciences (Social Awareness at FSU)</u>	
ECN 231 (ECON 221)	3 cr.
ECN 232 (ECON 222)	3 cr.
PSY 140 (PSYC 150)	4 cr.+
GENERAL EDUCATION ELECTIVES	6 cr.***
<u>MAJOR AND CORE COURSES</u>	
ACC 231 (ACCT 201)	4 cr.
ACC 232 (ACCT 202)	4 cr.
BUA 220 (MGMT 301)	3 cr.
BUA 230 (MKTG 321)	3 cr.
BUA 131 (MKTG 231)	3 cr.
CIS 205 (STQM 260)	3 cr.

Total JCC credits: 65/66

48 general education credits must be completed to comply with COB accreditation at FSU. When you complete the MACRAO requirement, please ask the Records Office at JCC to stamp your transcripts with the MACRAO stamp.

If you have any questions regarding this transfer guide, or have questions regarding approval needed, please contact the College of Business Dean's Office at 231-591-2420.

** Courses identified on these documents as "to be taken at FSU" may, with prior approval from a FSU Department Head/Chair, be taken at the community college or met through an articulation or substitution.

COURSES TO TAKE AT FERRIS

AIMC 222	3 cr.
BLAW 321	3 cr.
ENGL 325	3 cr.
FINC 322	3 cr.
ISYS 321	3 cr.
MGMT 370	3 cr.
BUSN 499	3 cr.
MKTG 322	3 cr.
MKTG 378	3 cr.
MKTG 425	3 cr.
MKTG 441	3 cr.^
MKTG 472	3 cr.
MKTG 476	3 cr.

ELECTIVES:

MKTG INTERNSHIP (highly recommended) or
MKTG ELECTIVE 3 cr.

MKTG ELECTIVE or MGMT 310 3 cr.

CHOOSE ONE CONCENTRATION (12 cr.)

MARKETING – 12 credits required

-Choose from ADVG, ECOM, MKTG, PREL, OR RETG

RETAILING – 12 credits required

RETG 337 3 cr.

RETG 339 3 cr.

RETG 438 3 cr.

ADVG 485 3 cr.

SALES – 12 credits required++

COMM 205 3 cr.

MKTG 434 3 cr.

MKTG 436 3 cr.

MKTG 466 3 cr.

E-COMMERCE MARKETING – 12 credits required

ECOM 375 3 cr.

ECOM 383 3 cr.

MKTG 383 3 cr.

CHOOSE ONE:

ADVG 375 3 cr.

GRDE 226 3 cr.

DIVERSIFIED – 12 credits required

(An AAS in a career area can be used here. Department approval required)

Total FSU credits: 57**

Total JCC credits: 65/66

Total FSU credits: 57

Total Required Degree Credits: 122/123

Note:

1. A 2.00 cumulative GPA is required in the major, concentration, business core, and overall for completion of the Marketing program.
2. Required courses: Global consciousness and Race/Ethnicity/Gender requirements must be met through Cultural Enrichment, Social Awareness, General Education, or Major courses, unless the MACRAO stamp is identified.
3. A minimum of 30 credits must be FSU credits and a minimum of 122 credits total. The College of Business requires a minimum of 48 cr. in general education for accreditation.
4. Students must meet FSU General Education requirements for a Bachelor of Science degree delineated on the FSU General Education website, if the student does NOT get the MACRAO stamp
5. FSU honors the MACRAO stamp on an official transcript as fulfilling lower level general education courses that are not programmatic or prerequisite requirements.
6. A "C" or better must be earned to allow for course transfer.
7. Students must earn 40 credit hours at the 300/400 level to graduate.

+satisfies Race, Ethnicity, & Gender (see Note 2)

++ Sales concentration must take COMM 121 as it is a prerequisite for other COMM courses.

***Sales concentration must take COMM 205 at FSU and should only take 3 credits of general education rather than 6 credits.

^satisfies Global Consciousness