

Our Marketing degree provides students with the opportunity to develop a solid broad-based foundation along with the specialization (in areas such as sport marketing, digital marketing, retailing, sales, etc.) that employers appreciate in their entry-level employees. In fact, students can work with faculty to design a concentration more closely aligned with their particular areas of interest. The Marketing curriculum emphasizes opportunities for hands-on experience, meeting and working with practitioners.

- Our quality faculty with years of "real world" experience combine with modern classroom technology to provide a unique and up-to-date learning environment.
- Internships build on our students' learning from their real-world experience.
- With classes averaging less than 20 students, we stress team-based skills, interactive student presentations and hands-on projects to make learning enjoyable.
- One out of every five presidents or CEO's in the top 500 US corporations has a marketing undergraduate degree.

Communication Competency Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
COMM 121	Fundamentals of Public Speaking	3	COMM 104	Public Speaking	4
ENGL 150	English 1	3	ENGL 101	Rhetoric & Composition	4
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	ENGL 102	Research Writing	2
ENGL 325	Advanced Business Writing	3	No Equivalent	No Equivalent	No Equivalent

Quantitative Literacy Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
MATH 114 or MATH 115	Quantitative Reasoning for Professionals 2 or Intermediate Algebra	4 or 3	No Equivalent or MA 105	No Equivalent or Intermediate Algebra	4

Natural Sciences Competency Course Requirements – Minimum 6 credits; 1 course with lab

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
Varies	Natural Sciences Elective	6 – 7	Varies	Varies	6 - 7

Culture Competency Course Requirements - Minimum 9 credits from 2 different disciplines with 1 at 200 level or higher

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
Varies	FSU General Education - Culture Electives	9	Varies	Varies	9

Self and Society Competency Course Requirements – Minimum 9 credits from 2 different disciplines with 1 at 200 level or higher

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
ECON 221	Principles of Macroeconomics	3	ECON 131	Macroeconomics	4
ECON 222	Principles of Microeconomics	3	ECON 132	Microeconomics	4
PSYC 150	Introduction to Psychology	3	PSYC 201	Intro to Psychology	4

Additional General Education Course Requirements – “Sales majors”

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
COMM 251 or COMM 332 or COMM 121	Argumentation & Debate or Persuasive Speaking or Fundamentals of Public Speaking	3	COMM 104	Public Speaking	4
Varies	Varies	3	Varies	Varies	3
Varies	Varies	2	Varies	Varies	2

[Ferris State University General Education Courses](#)

Students are encouraged to work with an advisor to select appropriate general education courses

Marketing degree students must complete 48 General Education credits to meet College of Business and University Requirements.

Business Core Requirements – 30 credits required

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
ACCT 201	Principles of Financial Acct.	3	ACCT 101	Acct. Principles 1	4
ACCT 202	Principles of Managerial Acct.	3	ACCT 102 or ACCT 215	Acct. Principles 2 or Cost Acct.	4
STQM 260	Introduction to Statistics	3	MATH 210	Introduction to Statistics	4
MGMT 301	Applied Management	3	BUSN 242	Principles of Management	4
BLAW 321	Contracts & Sales	3	BUSN 251	Business Law 2	3
MKTG 321	Principles of Mktg.	3	BUSN 253	Mktg.	4
ISYS 321	Business Information Systems	3	No Equivalent	No Equivalent	No Equivalent
FINC 322	Financial Management 1	3	No Equivalent	No Equivalent	No Equivalent
MGMT 370	Quality-Operations Management	3	No Equivalent	No Equivalent	No Equivalent
BUSN 499	Integrating Experience	3	No Equivalent	No Equivalent	No Equivalent

Major Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
MKTG 231	Professional Selling	3	No Equivalent	No Equivalent	No Equivalent
AIMC 300	Principles of Advertising/IMC	3	No Equivalent	No Equivalent	No Equivalent
MKTG 322	Consumer Behavior	3	No Equivalent	No Equivalent	No Equivalent
MKTG 378	Mktg. Data Analysis	3	No Equivalent	No Equivalent	No Equivalent
MKTG 425	Mktg. Research	3	No Equivalent	No Equivalent	No Equivalent
MKTG 441	International Mktg.	3	No Equivalent	No Equivalent	No Equivalent
MKTG 472	Supply Chain Management	3	No Equivalent	No Equivalent	No Equivalent
MKTG 476	Mktg. Strategy	3	No Equivalent	No Equivalent	No Equivalent
MKTG 491	Mktg. Internship	3	No Equivalent	No Equivalent	No Equivalent
MKTG or MGMT 310	Mktg. Elective or Small Business Management	3	No Equivalent	No Equivalent	No Equivalent

CHOOSE ONE CONCENTRATION FROM THE FOLLOWING: (Requires Advisor Approval) Must be 12 Credits or More

Digital Marketing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
AIMC 382	Business-to-Business Digital Mktg.	3	No Equivalent	No Equivalent	No Equivalent
AIMC 383	Business-to-Consumer Digital Mktg.	3	No Equivalent	No Equivalent	No Equivalent
MKTG 383	Direct Mktg.	3	No Equivalent	No Equivalent	No Equivalent
AIMC 375 or DSGN 224	Business-to-Business Advertising/IMC or Web Design & Planning	3	No Equivalent	No Equivalent	No Equivalent

Industry Specific Concentration – Advisor Approval

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
Varies	Industry Specific Electives	12	No Equivalent	No Equivalent	No Equivalent

Marketing Concentration – Advisor Approval

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
Varies	Mktg. Electives	12	No Equivalent	No Equivalent	No Equivalent

Retailing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
RETG 337	Principles of Retailing	3	No Equivalent	No Equivalent	No Equivalent
RETG 339	Retail Merchandising	3	No Equivalent	No Equivalent	No Equivalent
RETG 438	Retail Management	3	No Equivalent	No Equivalent	No Equivalent
MGMT 310	Small Business Management	3	No Equivalent	No Equivalent	No Equivalent

Sales Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
MKTG 410	Industrial Mktg.	3	No Equivalent	No Equivalent	No Equivalent
MKTG 434	Advanced Selling	3	No Equivalent	No Equivalent	No Equivalent
MKTG 436	Sales Management	3	No Equivalent	No Equivalent	No Equivalent
MKTG 466	Purchasing	3	No Equivalent	No Equivalent	No Equivalent

Sports Marketing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	BC Equiv.	BC Course Title	BC Cr. Hrs.
MKTG 420	Sports Mktg.	3	No Equivalent	No Equivalent	No Equivalent
MKTG 491	Mktg. Internship	3	No Equivalent	No Equivalent	No Equivalent
PREL 240	Public Relations Principles	3	No Equivalent	No Equivalent	No Equivalent
PREL 341 or Elective	Public Relations Tactics or Directed Elective	3	No Equivalent	No Equivalent	No Equivalent

Total Credits Required for Degree**120**

Program Contact Information:

Main Campus, Big Rapids

College of Business

(800) 433-7747 | (231) 591-2420 | [College of Business Email](#)

[Transfer Partnerships Website](#)

Delivery Locations

This degree and the Ferris courses are offered at the following locations:

- Ferris State University, Big Rapids Campus, Big Rapids MI
- 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 an off-campus location)

General Admission Criteria

New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. SAT ERW score of 450 or higher
 2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT MATH score of 480 or higher).
 3. SAT Composite of 900 or higher

New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. ACT English score of 16 or higher
 2. ACT Math score of 19 or higher
 3. ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 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 FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.
- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT MATH score of 19 or higher; SAT MATH of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

Advising Notes

It is recommended that potential applicants meet with an advisor to review the degree, course schedule, and have any questions answered prior to completing an application. 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 course work may reduce the chance of completing a course that will not apply toward the selected degree. Once admitted, students must continue to meet with an advisor as they work toward graduation.

Transfer Student Orientation

All new students to Ferris State University are required to complete an orientation.

Reverse Transfer Agreement

The Community College and Ferris have entered into a partnership in order to work collaboratively and creatively to increase student completion of associate and bachelor degrees. The partners work together to provide a seamless transfer experience and increase student retention and completion at both the community college and Ferris.

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.

Students must work with their Ferris advisor to declare a Minor or Concentration and for selection of Directed Electives.

Disclaimer

This is a guide for students who plan to transfer to Ferris State University. This guide is not intended to be a contract with Ferris. The information on this guide is subject to change. Students should contact their community college or Ferris to keep informed of changes. Final responsibility for verifying all transfer information lies with the student. Please refer to effective and/or revised date on the bottom of this guide.