

The Public Relations major at Ferris is one of the only programs in the nation offered as a business curriculum; a distinction not lost on employers who consider the combination both logical and highly desirable. Additionally, Ferris has the only nationally certified PR program (CEPR) in the state of Michigan, and one of only 27 in the nation. The solid business curriculum is combined with eight PR-specific courses, more than any program in the state. Our faculty bring both real-world experience and professional certification (APR) to the classroom, where students are required to work on real projects for real clients. The program's proven excellence and distinctive offerings give our graduates a real competitive advantage in the workplace.

Course Requirements

Bay College				Ferris State University		
Course	Ferris Equiv.	Bay College Course Titles	Cr. Hrs.	Course	Ferris Course Titles	Cr. Hrs.
COMM 104	COMM 121	Public Speaking	4	BLAW 301	Legal Environment of Business	3
ENGL 101	ENGL 150	Rhetoric & Composition	4	ENGL 325	Advanced Business Writing	3
ENGL 103	ENGL 250		2	BUSN 499	Integrating Experience	3
Bay College	VARIES	FSU General Education - Lab Natural Sciences Elective	4	FINC 322	Financial Management 1	3
Bay College	VARIES	FSU General Education - Natural Sciences Elective	3-4	ISYS 321	Business Information Systems	3
MATH 105	MATH 115	Intermediate Algebra	4	MGMT 370	Quality-Operations Mgmt	3
Bay College	VARIES	FSU General Education - Culture Elective (One must be FSU 200+ level)	9	PREL 101	Public Relations Seminar I	1
Bay College	VARIES	General Education Elective	2	PREL 240	Public Relations Principle	3
ECON 131	ECON 221	Macroeconomics	4	PREL 341	Public Relations Tactics	3
ECON 132	ECON 222	Microeconomics	4	PREL 350	Public Relations Ethics\Law	3
PSYC 201	PSYC 150	Intro to Psychology	4	PREL 401	Public Relations Seminar IV	1
SOCY 151	SOCY 121	Sociology	4	PREL 440	Public Relations Strategy	3
ACCT 101	ACCT 201	Accounting Principles 1	4	PREL 455	Public Relations Campaigns	3
ACCT 102 or ACCT 215	ACCT 202	Accounting Principles 2 Cost Accounting	4	PREL 491	Public Relations Internship	3
ENGL 220	JRNL 121	Intro to Journalism	4	JRNL 122	Reporting	3
BUSN 253	MKTG 321	Marketing	4	MKTG 425	Marketing Research	3
BUSN 242	MGMT 301	Principles of Management	4	ANTH 122	Intro Cultural Anthropology	3
MATH 210	STQM 260	Introduction to Statistics	4	Choose one of the following concentrations (12 credits)		
Total Bay College Credits				72-73		
FSU General Education Requirements can be found at: http://www.ferris.edu/HTMLS/academics/gened/index.htm						
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 are encouraged to work with their Ferris advisor for selection of any electives, to ensure transferability and to minimize credits taken.						
Program Offered at: Main Campus, Big Rapids College of Business http://www.ferris.edu/HTMLS/colleges/ 231-591-2420 or COB@ferris.edu						
www.ferris.edu/transfer						
Employee Relations						
		MGMT 373	Human Resource Management			3
		MGMT 375	Negotiations			3
		MGMT 385	Recruitment and Selection			3
		FSU	Employee Relations Directed Elective			3
Investor Relations						
		FINC 300	Mathematics of Finance			3
		FINC 312	Financial Markets-Institutions			3
		FINC 323	Financial Management 2			3
		FSU	Finance Directed Elective			3
Marketing Promotion						
		AIMC 300	Principles of Advertising/IMC			3
		AIMC 324	Promotional Writing			3
		MKTG 321	Principles of Marketing			3
		MKTG 322	Consumer Behavior			3
Media Relations						
		ENGL 411	Prof Technical Communication			3
		JRNL 228	Feature and Opinion Writing			3
		TDMP 243	Field Production			3
		TDMP 326	Script Writing			3
Public Relations						
		FSU	PR Concentration Elective			3
		FSU	PR Concentration Elective			3
		FSU	PR Concentration Elective			3
		FSU	PR Concentration Elective			3
Total Ferris Credits						59
Credits Required for Degree						121-122

General Admission**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

Online Learning

Select courses 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). The "Online Readiness Tutorial" is required for students who register for an online *course* or are completing an online *degree*. Students must demonstrate competency in Blackboard skills. This may be done by taking a tutorial and quiz, or, for students who have already taken and passed online courses, they can submit a waiver request. Students should check with the department that offers the class to determine its particular needs and/or the Ferris advisor regarding registration for online course work.

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.

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 the effective and/or revised date on the bottom of the guide.