

Grand Rapids Community College (GRCC) Transfer Guide

This Transfer Guide is based on Grand Rapids Community College's Digital Audio Specialist Certificate and the General Studies, A.G.S.

The Music and Entertainment Business program prepares students to enter the global, multi-billion dollar music and entertainment industry. The degree combines a solid business background with an emphasis on the music and entertainment business. Students are required to complete a minimum of two internships which allow them to focus on areas of the industry which interest them. Internships frequently take place in major metropolitan markets, and smaller regional markets, for well-known record labels, radio stations, manufacturers, agents, and concert venues.

The Music and Entertainment Business program is endorsed by the [National Association of Music Merchants \(NAMM\)](#), the professional trade organization that represents the global music products industry. NAMM sponsors two world-class trade shows per year and Music and Entertainment Business students are allowed to attend these at greatly reduced educational rates. The Winter Show at the Anaheim Convention Center, in California, is the single largest event of its kind in the world. At these shows, students will see the latest in music related products and enjoy live performances by some of their favorite artists. Students benefit as well from special sessions and seminars designed specifically for those planning a career in the music and entertainment industry.

Students may also take part in conferences and trade shows sponsored by the [Music Business Association](#). These are currently held in Nashville, Tennessee and are attended by industry professionals representing major and independent record companies, distributors, major and independent music publishers, artist management agencies, and entertainment law firms.

Within the degree program, all areas of the music and entertainment business are explored with emphasis on preparing students for positions in marketing, management, sales, advertising, public relations, and promotion. Previous formal training in music is not required for admission to the program. Select music courses are required to enhance the student's understanding of the role of a performing artist.

Communication Competency Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
COMM 105 or COMM 121	Interpersonal Communication or Fundamentals of Public Speaking	3	COM 135 or COM 131	Interpersonal Communication or Fundamentals of Public Speaking	3
ENGL 150	English 1	3	EN 101	English Composition 1	3
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	EN 249 or EN 102	Technical Writing or English Composition 2	3
ENGL 325	Advanced Business Writing	3	No Equivalent	No Equivalent	No Equivalent

Quantitative Literacy Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MATH 115 + MATH 1-Q	Intermediate Algebra	3 + 1	MA 107*	Intermediate Algebra	4

*Does not meet MTA

Natural Sciences Competency Requirements – Minimum 6 Credits with one lab science course

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
PHSC 1ZL	PHSC General Credit – Lab	4	PC 141	Science of Sound	4
Varies	FSU General Education – Natural Sciences Elective	3	Varies	Varies (Choose from Astronomy, Biology, Chemistry, Geography, Geology, Physics, Physical Science, or Natural Sciences courses for A.G.S. program)	3

Culture Competency Requirements - Minimum 9 Credits from two different disciplines with one 200 level or higher

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MUSI 232	Music and Culture	3	MUS 110	Apprec. World / Western Music	3
MUSI 228	American Pop Music Since 1900	3	MUS 130	American Popular Music	3
Varies	FSU General Education – Culture Competency Elective	3	Varies	Varies – Non Music Humanities Elective (Choose from Art, English, Foreign Language, History, Humanities, Philosophy, or Theater courses for A.G.S. program)	3

Self and Society Competency Requirements - Minimum 9 Credits from two different disciplines with one 200 level or higher

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
PSYC 150	Introduction to Psychology	3	PY 201	General Psychology	3
ECON 221	Principles of Macroeconomics	3	EC 251	Principles of Economics 1	3
ECON 222	Principles of Microeconomics	3	EC 252	Principles of Economics 2	3

Additional General Education Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MUSI 121 + MUSI 1-C	Fundamentals of Music	3	MUS 113	Introduction to Music Theory	3
MUSI 458	Music Technology	3	MUS 173	Basic Studio Techniques	3

Ferris State University General Education Program

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

Business Core Requirements - 30 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
ACCT 201 + ACCT ---	Principles of Financial Acctg.	4	BA 256	Principles of Acctg. 1	4
ACCT 202 + ACCT ---	Principles of Managerial Acctg.	4	BA 257	Principles of Acctg. 2	4
STQM 260 + STQM ---	Introduction to Statistics	4	MA 215	Statistics	4
MGMT 301	Applied Management	3	BA 283	Business Management	3
BLAW 321	Contracts and Sales	3	BA 207	Business Law 1	3
MKTG 321	Principles of Marketing	3	BA 270	Marketing	3
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 – 23 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MEBM 101	MEBM Industry Fundamentals	1	No Equivalent	No Equivalent	No Equivalent
MEBM 192	MEBM Internship 1	2	No Equivalent	No Equivalent	No Equivalent
MKTG 231	Professional Selling	3	BA 172	Sales	3
PREL 240	Public Relations Principles	3	No Equivalent	No Equivalent	No Equivalent
MEBM 292	MEBM Internship 2	2	No Equivalent	No Equivalent	No Equivalent
MKTG 322	Consumer Behavior	3	No Equivalent	No Equivalent	No Equivalent
MEBM 351	The Music and Entertainment Business	3	No Equivalent	No Equivalent	No Equivalent
MKTG 378	Marketing Data Analysis	3	No Equivalent	No Equivalent	No Equivalent
MKTG 425	Marketing Research	3	No Equivalent	No Equivalent	No Equivalent

Computer Literacy – 3 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
ISYS 105	Intro to Micro Systems Software	3	BA 145	Computer Application in Business 1	3

Free Electives – 1 to 2 Credits.

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MUSI 2-C	MUSI General Credit 200 level	1	MUS 121	Piano Techniques 1	1
MUSI 4-C	MUSI General Credit	1	MUS 173	Basic Studio Techniques 1	1

Advisor approved minor or MEBM specialized concentration required (SPZD) – 18 Credits Required (Maximum 6-7 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.

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MEBM 1--	MEBM 100 Level General Credit	4	MUS 174	Basic Studio Techniques 2	4
MEBM 1--	MEBM 100 Level General Credit	2	MUS 175	Introduction to Music Business	2
MUSI 2-C	MUSI General Credit 200 Level	3	MUS 271	Basic MIDI Sequencing	3
MUSI 2-C	MUSI General Credit 200 Level	3	MUS 272	Adv. MIDI Sequencing	3
MEBM 2--	MEBM 200 Level General Credit	2	MUS 273	Adv. Studio Techniques Lab 1	2
MEBM 2--	MEBM 200 Level General Credit	1	MUS 274	Adv. Studio Techniques Lecture 1	1
MEBM 2--	MEBM 200 Level General Credit	2	MUS 275	Adv. Studio Techniques Lab 2	2
MEBM 2--	MEBM 200 Level General Credit	1	MUS 276	Adv. Studio Techniques Lecture 2	1

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](#) | [College of Business Website](#)[Transfer Partnerships Website](#)**Ferris State University and Grand Rapids Community College – Music and Entertainment Business – Transfer Guide**

Effective Fall 2019

Ferris State University is an equal opportunity institution. For information on the University's Policy on Non-Discrimination, visit ferris.edu/non-discrimination.

Delivery Locations

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

- Ferris State University, Main Campus, Big Rapids
- 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:
 - SAT ERW score of 450 or higher
 - SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
 - 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:
 - ACT English score of 16 or higher
 - ACT Math score of 19 or higher
 - ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.5 (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.

Graduation Requirements

In addition to meeting all the programmatic requirements, students must:

1. Meet University General Education requirements.
2. Earn a minimum of 120 credits.
3. Maintain a 2.00 or higher cumulative FSU GPA.
4. Earn 30 credits from FSU (Residency).
5. Earn 40 credits of 300 level or higher courses.
6. Maintain a 2.00 cumulative GPA in the business core and the major.
7. Earn 40 percent of their total credits required for graduation in general education courses to meet the College of Business ACBSP accreditation requirements. The University requires all bachelor degrees be a minimum 120 credits. When meeting the 40 percent requirement, programs can use 6 credits from the business core in the calculation. To meet the ACBSP, 40 percent general education requirement, a 120 credit program would consist of 42 general education credits, 30 business core credits, and 48 credits in the major.

Transfer Student Orientation

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

Reverse Transfer Agreement

Grand Rapids 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 Grand Rapids 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.