

Speech communication is an interdisciplinary field of study that draws upon its historic roots in rhetoric as well as theory and research in anthropology, psychology and sociology. Students take foundational courses in public presentation, group dynamics and interpersonal communication. Additional coursework includes studies in intercultural communication, organizational communication, communication ethics, and communication theory and research.

Communication Competency Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
ENGL 150	English 1	3	ENG 110	English 1	3
ENGL 250	English 2	3	ENG 111	English 2	3
ENGL 311 or ENGL 321 or ENGL 323 or ENGL 325	Advanced Technical Writing or Advanced Composition or Proposal Writing or Advanced Business Writing	3	No Equivalent	No Equivalent	No Equivalent

Quantitative Literacy Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
MATH 115 or MATH 117	Intermediate Algebra or Contemporary Mathematics	3	MATH 116	Intermediate Algebra	3

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

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
Varies	Natural Sciences Electives	6	Varies	Varies	6

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

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

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

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
Varies	FSU General Education – Self and Society Competency Electives	6	Varies	Varies	6
COMM 365 or COMM 366	Intercultural Communication or Tech. and Prof. Presentation	3	No Equivalent	No Equivalent	No Equivalent

[Ferris State University General Education Program](#)

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

Major Core Requirements – 54 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
COMM 101	Intro to Communication Study	3	No Equivalent	No Equivalent	No Equivalent
COMM 105	Interpersonal Communication	3	COM 113	Interpersonal Communication	3
COMM 121	Fundamentals of Public Speaking	3	COM 101	Fundamentals of Public Speaking	3
COMM 221	Small Group Decision Making	3	No Equivalent	No Equivalent	No Equivalent
COMM 299	Theories of Human Communications	3	No Equivalent	No Equivalent	No Equivalent
COMM 300	Research Methods in Communication	3	No Equivalent	No Equivalent	No Equivalent
COMM 365	Intercultural Communication	3	No Equivalent	No Equivalent	No Equivalent
COMM 380	Organizational Communication	3	No Equivalent	No Equivalent	No Equivalent
COMM 460	Communication Rights/ Responsibilities	3	No Equivalent	No Equivalent	No Equivalent
COMM 493	Internship in Communication	6-8	No Equivalent	No Equivalent	No Equivalent
COMM 499	Communication Senior Seminar	3	No Equivalent	No Equivalent	No Equivalent

Minor or Application to the Workplace – 18 Credits Required

A student must have either declared an approved academic minor or have 18 credits of an approved Application to the Workplace. Either choice must be a minimum of 18 credits, maximum 6 credits can overlap the major core, and student must consult advisor for proper course selection. Minor GPA requirement must be met or when Application to the Workplace concentration is declared, the courses within the concentration are used to calculate the cumulative 2.0 GPA requirement.

Electives – To Meet Minimum 120 Credits (see FSU advisor)

Concentrations – 18 Credits Required – Choose one concentration below. Requires advisor approval.

Public Advocacy Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
COMM 251 or COMM 332	Argumentation and Debate or Persuasive Thinking	3	No Equivalent	No Equivalent	No Equivalent
COMM 333	Theories of Persuasion	3	No Equivalent	No Equivalent	No Equivalent
COMM 340	Communicator as Public Advocate	3	No Equivalent	No Equivalent	No Equivalent
COMM 421	Leadership and Communication	3	No Equivalent	No Equivalent	No Equivalent
Electives	Choose 2 courses from the following list: COMM 315, COMM 320, COMM 366, COMM 370, HIST 259, HIST 361, INTB 410, INTB 420, PHIL 216, PHIL 305, PHIL 315, PHIL 316, PLSC 121, PLSC 122, PLSC 323, PREL 342, PREL 440, SOCY 270, SOCY 340, SOCY 341, SOCY 345, SSCI 425, and MGMT 492	6	Varies	Varies	6

Communication Skills Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	KVCC Equiv.	KVCC Course Title	KVCC Cr. Hrs.
Varies	COMM Electives - 9 credits at 300 level or higher	18	Varies	Varies	18

Total Credits Required for Degree**120****Program Contact Information:****Main Campus, Big Rapids****College of Arts & Sciences**

(231) 591-3660 | (231) 591-3504 | [Humanities Department](#)

[Transfer Partnerships Website](#)

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**

- 2.5 high school GPA
- 17 ACT or 900-930 SAT
- Must demonstrate appropriate academic preparedness, maturity and seriousness of purpose

Transfer Students

- Minimum 2.0 Overall GPA (on a 4.0 scale)
- At least 12 credits, including an English and Mathematics course.

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.

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. Earn a grade of C or higher in all COMM and ENGL courses.

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.