

Ferris' Advertising/Integrated Marketing Communication (AIMC) program is at the forefront of a revolution that's sweeping the advertising industry: using advertising and promotion techniques in concert for maximum effect, rather than applying them separately. Our program is highly regarded by employers because it was one of the first to take this up-to-date approach. And there's another thing they like about Ferris' program. Ferris students have opportunities to apply what they're learning in real-world settings. They can interact directly with industry professionals, engage in projects with real clients, and develop complete integrated marketing communication campaigns which are all reasons Ferris AIMC graduates are highly regarded for being able to "hit the ground running."

Communication Competency Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
COMM 121	Fundamentals of Public Speaking	3	COM 201	Public Speaking	3
ENGL 150	English 1	3	ENG 101	English Composition	3
ENGL 250	English 2	3	ENG 102 or ENG 221	English Composition or Advanced Writing	3
ENGL 325	Advanced Business Writing	3	No equivalent	No equivalent	No equivalent

Quantitative Literacy Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
MATH 114 or MATH 115	Quantitative Reasoning for Professionals 2 or Intermediate Algebra	3 or 4	No equivalent or MATH 050 or MATH 109	No equivalent or Intermediate Algebra or College4 Algebra & App.	No equivalent or 3

Natural Sciences Competency Course Requirements- 1 course with lab

FSU Course	FSU Course Title	FSU Cr. Hrs.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
Varies	Natural Sciences Elective	6	Varies	Varies	Varies

Self and Society Competency Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
ECON 221	Principles of Macroeconomics	3	ECON 101A	Principles of Macroeconomics	3
ECON 222	Principles of Microeconomics	3	ECON 102A	Principles of Microeconomics	3
PSYC 150	Introduction to Psychology	3	PSYC 201	General Psychology	3

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

[Ferris State University General Education Courses](#)

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

Advertising/Integrated Marketing Communication 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.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	ACC 201	Principles of Accounting 1	3
ACCT 202	Principles of Managerial Accounting	3	ACC 202	Principles of Accounting 2	3
STQM 260	Introduction to Statistics	3	BUS 105 or MATH 115	Business Statistics or Probability and Statistics	3
MGMT 301	Applied Management	3	BUS 122	Principles of Management	3
BLAW 321	Contracts and Sales	3	No equivalent	No equivalent	No equivalent
MKTG 321	Principles of Marketing	3	BUS 260	Principles of 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

Ferris State University and Muskegon Community College – Advertising/Integrated Marketing Communications - Transfer Guide

Effective Spring 2018

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

Major Requirements – 46 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	MCC Equiv.	MCC Course Title	MCC Cr. Hrs.
AIMC 101	Intro to Advertising/IMC	2	No equivalent	No equivalent	No equivalent
DSGN 224	Web Design and Planning	3	No equivalent	No equivalent	No equivalent
MKTG 231	Professional Selling	3	BUS 161A	Effective Selling	3
AIMC 300	Principles of Advertising/IMC	3	BUS 263	Advertising Dynamics	3
AIMC 301	Advertising/IMC Career Seminar	1	No equivalent	No equivalent	No equivalent
AIMC 312	Layout and Production	3	No equivalent	No equivalent	No equivalent
MKTG 322	Consumer Behavior	3	No equivalent	No equivalent	No equivalent
AIMC 324	Promotional Writing	3	No equivalent	No equivalent	No equivalent
AIMC 334	Fundamentals of Media	3	No equivalent	No equivalent	No equivalent
AIMC 376	Media Strategy and Tactics	3	No equivalent	No equivalent	No equivalent
AIMC 383	Business to Consumer Digital Marketing	3	No equivalent	No equivalent	No equivalent
MKTG 425	Marketing Research	3	No equivalent	No equivalent	No equivalent
AIMC 486	Advertising/IMC Management	1	No equivalent	No equivalent	No equivalent
AIMC 488	Advertising/IMC Campaigns	3	No equivalent	No equivalent	No equivalent
AIMC 491	AMC Internship	3	No equivalent	No equivalent	No equivalent
Varies	Industry Specific Elective with Advisor Approval	6	No equivalent	No equivalent	No equivalent
Total Credits Required for Degree					128-130

Program Contact Information:**Main Campus, Big Rapids****College of Business**www.ferris.edu/HTMLS/colleges/(231) 591-2420 ~ cob@ferris.eduwww.ferris.edu/transfer**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**

- 2.0 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

- 2.0 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.

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.