

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.	OCC Equiv.	OCC Course Title	OCC Cr. Hrs.
COMM 121	Fundamentals of Public Speaking	3	SPE 1610	Fundamentals of Speech	3
ENGL 150	English 1	3	ENG 1510	Composition 1	3
ENGL 250	English 2	3	ENG 1520	Composition 2	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.	OCC Equiv.	OCC Course Title	OCC Cr. Hrs.
MATH 114	Quantitative Reasoning for Professionals 2 or	3	No equivalent	No equivalent	No equivalent
MATH 115	Intermediate Algebra	4	MAT 1150	Intermediate Algebra	3

**Natural Sciences Competency Course Requirements- 1 course with lab**

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

**Self and Society Competency Course Requirements**

FSU Course	FSU Course Title	FSU Cr. Hrs.	OCC Equiv.	OCC Course Title	OCC Cr. Hrs.
ECON 221	Principles of Macroeconomics	3	ECO 2610	Economics 1	3
ECON 222	Principles of Microeconomics	3	ECO 2620	Economics 2	3
PSYC 150	Introduction to Psychology	3	PSY 2510	Introduction to 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.	OCC Equiv.	OCC Course Title	OCC 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.	OCC Equiv.	OCC Course Title	OCC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	ACC 1810	Principles of Financial Accounting	4
ACCT 202	Principles of Managerial Accounting	3	ACC 1820	Principles of Managerial Accounting	4
STQM 260	Introduction to Statistics	3	MAT 1580	Statistics	3
MGMT 301	Applied Management	3	BUS 2530	Principles of Management	3
BLAW 321	Contracts and Sales	3	BUS 2030	Business Law 1	3
MKTG 321	Principles of Marketing	3	MKT 2520	Fundamentals of Marketing Theory/Practice	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 – 46 Credits Required**

FSU Course	FSU Course Title	FSU Cr. Hrs.	OCC Equiv.	OCC Course Title	OCC 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	MKT 1020	Salesmanship	3
AIMC 300	Principles of Advertising/IMC	3	MKT 2010	Advertising	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
<b>Total Credits Required for Degree</b>					<b>130-131</b>

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