

Washtenaw Community College (WCC)
 Transfer Guide

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 first and one of only two nationally certified PR program (CEPR) in the state of Michigan, and less than 30 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.

Communication Competency Course Requirements

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|---------------------------------|--------------|---------------|--------------------------|---------------|
| COMM 121 | Fundamentals of Public Speaking | 3 | COM 101 | Fundamentals of Speaking | 3 |
| ENGL 150 | English 1 | 3 | ENG 111 | Composition 1 | 3 |
| ENGL 250 | English 2 | 3 | ENG 226 | 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. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|----------------------------|--|--------------|--------------------------------|---|--------------------------|
| MATH 114 or MATH 115 | Quantitative Reasoning for Professionals 2 or Intermediate Algebra | 4 or 3 | No equivalent or MTH 169 | No equivalent or Intermediate Algebra | No equivalent or 3 |

Natural Sciences Competency Course Requirements - 1 course with lab

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|---------------------------|--------------|------------|------------------|--------------|
| Varies | Natural Sciences Elective | 6 | Varies | Varies | Varies |

Self and Society 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. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|------------------------------|--------------|------------|----------------------------|--------------|
| ECON 221 | Principles of Macroeconomics | 3 | ECO 211 | Macroeconomics | 3 |
| ECON 222 | Principles of Microeconomics | 3 | ECO 222 | Microeconomics | 3 |
| PSYC 150 | Introduction to Psychology | 3 | PSY 100 | 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. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|---|--------------|------------|------------------|--------------|
| Varies | FSU General Education - Culture Electives | 9 | Varies | Varies | Varies |

Additional General Education Course Requirements

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|--------------------------------------|--------------|------------|---------------------------------------|--------------|
| ANTH 122 | Introduction to Culture Anthropology | 3 | ANT 201 | Introduction to Cultural Anthropology | 3 |
| SOCY 121 | Introductory Sociology | 3 | SOC 100 | Principles of Sociology | 3 |
| Varies | Varies | 2 | Varies | Varies | Varies |

[Ferris State University General Education Courses](#) Students are encouraged to work with an advisor to select appropriate general education courses

Public Relations degree students must complete **48** General Education credits to meet College of Business and University Requirements.

Business Core Requirements - 30 Credits Required (these courses ARE used in the core 2.0 GPA requirement)

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|-------------------------------------|--------------|---------------|----------------------------|---------------|
| ACCT 201 | Principles of Financial Accounting | 3 | ACC 111 | Principles of Accounting 1 | 3 |
| ACCT 202 | Principles of Managerial Accounting | 3 | ACC 122 | Principles of Accounting 2 | 3 |
| STQM 260 | Introduction to Statistics | 3 | BMG 265 | Business Statistics | 3 |
| MGMT 301 | Applied Management | 3 | BMG 208 | Principles of Management | 3 |
| BLAW 321 | Legal Environment of Business | 3 | No equivalent | No equivalent | No equivalent |
| MKTG 321 | Principles of Marketing | 3 | BMG 250 | 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 |

Major Requirements - 33 Credits Required (these courses ARE used to calculate the major 2.5 GPA requirement)

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|--|--|--------------|---------------|------------------|---------------|
| JRNL 121 | Writing for Mass Media | 3 | ENG 101 | Journalism 1 | 3 |
| PREL 201 | Public Relations Seminar | 2 | No equivalent | No equivalent | No equivalent |
| JRNL 222 | Reporting | 3 | No equivalent | No equivalent | No equivalent |
| PREL 240 | Public Relations Principles | 3 | No equivalent | No equivalent | No equivalent |
| PREL 341 | Public Relations Tactics | 4 | No equivalent | No equivalent | No equivalent |
| PREL 350 | Public Relations Ethics / Law | 3 | No equivalent | No equivalent | No equivalent |
| MKTG 425 | Marketing Research | 3 | No equivalent | No equivalent | No equivalent |
| PREL 440 | Public Relations Strategy | 3 | No equivalent | No equivalent | No equivalent |
| PREL 455 | Public Relations Campaigns | 3 | No equivalent | No equivalent | No equivalent |
| PREL 491 | Public Relations Internship | 3 | No equivalent | No equivalent | No equivalent |
| DSGN 100 or DSGN 224 or GCOM 131 | Design Foundations or Web Design and Planning or Building Professional Digital Documents | 3 | No equivalent | No equivalent | No equivalent |

CHOOSE ONE CONCENTRATION FROM THE FOLLOWING: (Requires Advisor Approval) Must be 12 Credits or More

Employee Relations Concentration

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|----------------------|--|--------------|---------------|------------------|---------------|
| MGMT 373 | Human Resource Management | 3 | No equivalent | No equivalent | No equivalent |
| MGMT 375 | Negotiations | 3 | No equivalent | No equivalent | No equivalent |
| MGMT 385 | Recruitment and Selection | 3 | No equivalent | No equivalent | No equivalent |
| Directed Elective | Employee Relations Directed Elective (Advisor Approval) | 3 | No equivalent | No equivalent | No equivalent |

Investor Relations Concentration

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|----------------------|---|--------------|---------------|------------------|---------------|
| FINC 300 | Mathematics of Finance | 3 | No equivalent | No equivalent | No equivalent |
| FINC 312 | Financial Markets – Institutions | 3 | No equivalent | No equivalent | No equivalent |
| FINC 323 | Financial Management 2 | 3 | No equivalent | No equivalent | No equivalent |
| Directed Elective | Finance Directed Elective (Advisor Approval) | 3 | No equivalent | No equivalent | No equivalent |

Marketing Promotion Concentration

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|--------------------------------|--------------|---------------|------------------|---------------|
| AIMC 300 | Principles of Advertising/ IMC | 3 | No equivalent | No equivalent | No equivalent |
| AIMC 324 | Promotional Writing | 3 | No equivalent | No equivalent | No equivalent |
| MKTG 231 | Professional Selling | 3 | No equivalent | No equivalent | No equivalent |
| MKTG 322 | Consumer Behavior | 3 | No equivalent | No equivalent | No equivalent |

Media Relations Concentration

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|--|--------------|---------------|------------------|---------------|
| ENGL 411 | Prof. Technical Comm. | 3 | No equivalent | No equivalent | No equivalent |
| JRNL 328 | Feature and Opinion Writing | 3 | No equivalent | No equivalent | No equivalent |
| TDMP 243 | Television Production (TDMP Major or Instructor Permission) | 3 | No equivalent | No equivalent | No equivalent |
| TDMP 326 | Script Writing (ENGL 211 or ENGL 250 or Instructor Permission) | 3 | No equivalent | No equivalent | No equivalent |

Ferris State University and Washtenaw Community College – Public Relations - 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.

Public Relations Concentration

| FSU Course | FSU Course Title | FSU Cr. Hrs. | WCC Equiv. | WCC Course Title | WCC Cr. Hrs. |
|------------|--|--------------|---------------|------------------|---------------|
| Electives | PR Concentration Electives (PR Advisor Approval) | 12 | No equivalent | No equivalent | No equivalent |

| | |
|--|------------|
| Total Credits Required for Degree | 120 |
|--|------------|

Program Contact Information:

Main Campus, Big Rapids

College of Business

www.ferris.edu/HTMLS/colleges/

(231) 591-2420 ~ cob@ferris.edu

www.ferris.edu/transfer

Delivery Locations

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

- Ferris State University, Big Rapids Campus, Big Rapids MI
- 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:
 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.

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.