

West Shore Community College (WSCC)

Articulation Agreement and Transfer Guide

The Articulation Agreement and Transfer Guide is based on West Shore Community College's Associate of General Studies

The Music & 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 & 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 & 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.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
COMM 105 or COMM 121	Interpersonal Communication or Fundamentals of Public Speaking	3	SPE 110 or SPE 101	Interpersonal Communications or Principles of Speaking	3
ENGL 150	English 1	3	ENG 111	English Composition 1	3
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	ENG 112	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.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
MATH 1-Q	General Credit Quantitative	4	MTH 151	College Algebra	4

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

FSU Course	FSU Course Title	FSU Cr. Hrs.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
Varies	Varies	3	Varies	Select from Science Categories A or B	4
Varies	Varies	3	Varies	Select from Science Categories A or B	4

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.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
PSYC 150	Introduction to Psychology	3	PSY 161	Introduction to Psychology	3
ECON 221	Principles of Macroeconomics	3	ECO 136	Principles of Economics 1	3
ECON 222	Principles of Microeconomics	3	ECO 137	Principles of Economics 2	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.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
MUSI 232	Music and Culture	3	No Equivalent	No Equivalent	No Equivalent
HIST 121 or HIST 122	US History to 1877 US History – 1877 to Present	3	HIS 145 or HIS 146	US History to 1865 or US History 1865 - Present	3
MUSI 221 or MUSI 228	Music Apprecation or American Pop Music Since 1900	3	MUS 100 or MUS 105	Music Apprecation or History Popular American Music	3

Additional General Education Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
MUSI 121	Fundamentals of Music	2	MUS 101		3
MUSI 458	Music Technology	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

Ferris State University and West Shore Community College – Music and Entertainment Business – Articulation Agreement and Transfer Guide

Effective June 1, 2019 – June 1, 2020

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

Business Core Requirements - 30 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	ACC 121	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	MTH 123	Introduction to Statistics	3
MGMT 301	Applied Management	3	MGT 201	Principles of Management	3
BLAW 321	Contracts and Sales	3	No Equivalent	No Equivalent	No Equivalent
MKTG 321	Principles of Marketing	3	MKT 241	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 – 23 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	WSCC Equiv.	WSCC Course Title	WSCC 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	MKT 243	Principles of Salesmanship	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 & 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

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.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
FILM 222	Intro to Film: History – Analysis	3	HUM 106	Film Appreciation	3
MUSI 2--	General Credit	3	MUS 102	Basic Music Theory 2	3
MUSI 1-C	General Credit	3	MUS 103	Intro to Music Technology	3
MUSI 251	Concert Choir	1	MUS 111	Concert Choir	1-6
MUSI 2--	General Credit	2	MUS 114	Piano Class 1	2
MUSI 1-C	General Credit	2	MUS 115	Guitar Class 1	2
MUSI 3--	General Credit	2	MUS 116	Piano Class 2	2
MUSI 1-C	General Credit	2	MUS 117	Guitar Class 2	2
MUSI 262	Concert Band	1	MUS 120	Concert Band	1-6
MUSI 280	Jazz Ensemble	1	MUS 121	Jazz Band	1-6
MUSI 1-C	General Credit	1	MUS 122	Percussion Ensemble	1-6
MUSI 272	Chamber Music	1	MUS 126	Chamber Winds	1
MUSI 1-C	General Credit	1	MUS 183	Applied Music Saxophone	1-6
MUSI 1-C	General Credit	1	MUS 185	Applied Music Percussion	1-6
MUSI 1-C	General Credit	1	MUS 190	Applied Music	1-6
MUSI 1-C	General Credit	1	MUS 191	Applied Music Voice	1-6
GRDE 1--	General Credit	3	PHO 155	Digital Image Editing	3
PHOT 1--	General Credit	3	PHO 157	Photographic Technology 1	3
THTR 215	Introduction to Theatre	3	THE 101	Theater/Drama Appreciation	3
THTR 222	Acting	3	THE 121	Fundamentals of Acting	3
THTR 219	Beginning Technical Theatre	3	THE 151	Stagecraft	3
THTR 224	Theatre Practicum	1	THE 291	Applied Theater	1-3

Computer Literacy – 3 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	WSCC Equiv.	WSCC Course Title	WSCC Cr. Hrs.
ISYS 105 or ISYS 103 and ISYS 104	Intro to Micro Systems Software or Word and Presentation Apps and Spreadsheet and Integration Apps	3	BIS 160	Desktop Applications	3

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](#)

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.

Transfer Student Orientation

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

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.

Original Signed Articulation Agreement

The original, signed document is kept on file in the Office of Transfer and Secondary School Partnerships. To obtain a copy of the original, signed document, contact the Office of Transfer and Secondary School Partnerships at 231/591-5983 or email your request to transfercenter@ferris.edu.

This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

Indemnification

To the extent permitted by law, Ferris State University and the Community College agree to indemnify and hold one another harmless from any and all claims initiated by student participants, their parents, survivors, or agents, arising from any negligent acts or omission on the part of either institution or any of their employees.

Articulation Agreement

Effective Dates: June 1, 2019 – June 1, 2020

This Agreement shall commence as June 1, 2019 and shall be for an initial term of one year. Minor updates to the agreement may be made during this time. This agreement may be renewed at the end of one year. Either party may terminate this agreement by providing the other party with written notice of the intent to terminate the agreement. The agreement shall terminate not less than one hundred eighty (180) days from the date of the termination notice, unless otherwise agreed in writing by both parties.

Signatures

Ferris State University
1201 S. State Street
Big Rapids, MI 49307
Phone: (231) 591-2000

West Shore Community College
3000 N. Stiles Road
Scottville, MI 49454
Phone: (800) 848-9722

February 28, 2019

David Eisler
President

February 28, 2019

Scott Ward
President

February 28, 2019

David M. Nicol
Dean
College of Business

February 28, 2019

Mark Kinney
Vice President
Academic and Student Services

February 28, 2019

Lianne Briggs
Chair
Sports, Entertainment, and Hospitality Management