

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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
COMM 121	Fundamentals of Public Speaking	3	SPE 10500 or ENG 10500	Fund of Speech	3
ENGL 150	English 1	3	ENG 10303	English Composition 1	3
ENGL 250	English 2	3	ENG 10403	English 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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
MATH 114 or MATH 115	Quantitative Reasoning for Professionals 2 or Intermediate Algebra	4 or 3	MTH 12000	Intermediate Algebra	3

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

FSU Course	FSU Course Title	FSU Cr. Hrs.	KCC Equiv.	KCC Course Title	KCC 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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
ECON 201	Principles of Microeconomics	3	ECO 20200	Microeconomics	3
ECON 202	Principles of Macroeconomics	3	ECO 20100	Macroeconomics	3
PSYC 150	Introduction to Psychology	3	PSY 10100	Into 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.	KCC Equiv.	KCC Course Title	KCC 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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
ANTH 122	Introduction to Culture Anthropology	3	ANT 10100	Cultural Anthropology	3
SOCY 121	Introductory Sociology	3	SOC 10100	Intro to Sociology	3

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

**Public Relations** degree students must complete **45** 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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	ACC 12100	Accounting Principles 1	3
ACCT 202	Principles of Managerial Accounting	3	ACC 12200	Accounting Principles 2	3
STQM 260	Introduction to Statistics	3	No Equivalent	No Equivalent	No Equivalent
MGMT 301	Applied Management	3	BUS 21000		
BLAW 301	Legal Environment of Business	3	No Equivalent	No Equivalent	No Equivalent
MKTG 321	Principles of Marketing	3	MKT 20000		
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.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
AIMC 370	Social Media and Content Marketing	3	No Equivalent	No Equivalent	No Equivalent
JRNL 121	Writing for Mass Media	3	No Equivalent	No Equivalent	No Equivalent
PREL 201	Public Relations Seminar	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 360	Reputation Management and Crisis Communications	3	No Equivalent	No Equivalent	No Equivalent
MKTG 425	Marketing Research	3	MKT 21000		
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.	KCC Equiv.	KCC Course Title	KCC 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	Varies	Varies	Varies

**Investor Relations Concentration**

FSU Course	FSU Course Title	FSU Cr. Hrs.	KCC Equiv.	KCC Course Title	KCC 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	Varies	Varies	Varies

**Marketing Promotion Concentration**

FSU Course	FSU Course Title	FSU Cr. Hrs.	KCC Equiv.	KCC Course Title	KCC 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.	KCC Equiv.	KCC Course Title	KCC 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 Kirtland Community College – Public Relations - Transfer Guide**

Effective Fall 2019; updated ECON course numbers/sequence Fall 2020

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

## Public Relations Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	KCC Equiv.	KCC Course Title	KCC Cr. Hrs.
Electives	PR Concentration Electives (PR Advisor Approval)	12	Varies	Varies	Varies

<b>Total Credits Required for Degree</b>	<b>120</b>
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### Program Contact Information:

#### Main Campus, Big Rapids

#### College of Business

(231) 591-2420 | [College of Business Website](#) [College of Business Email](#)

#### [Transfer Partnerships Website](#)

#### 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.

#### 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.

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