

Our Marketing degree provides students with the opportunity to develop a solid broad-based foundation along with the specialization (in areas such as sport marketing, digital marketing, retailing, sales, etc.) that employers appreciate in their entry-level employees. In fact, students can work with faculty to design a concentration more closely aligned with their particular areas of interest. The Marketing curriculum emphasizes opportunities for hands-on experience, meeting and working with practitioners.

- Our quality faculty with years of "real world" experience combine with modern classroom technology to provide a unique and up-to-date learning environment.
- Internships build on our students' learning from their real-world experience.
- With classes averaging less than 20 students, we stress team-based skills, interactive student presentations and hands-on projects to make learning enjoyable.
- One out of every five presidents or CEO's in the top 500 US corporations has a marketing undergraduate degree.

Communication Competency Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
COMM 121	Fundamentals of Public Speaking	3	COM 111	Public Speaking	4
ENGL 150	English 1	3	ENG 111	English Composition	4
ENGL 211 or ENGL 250	Industrial and Career Writing or English 2	3	ENG 220 or BUS 231 or ENG 112	Technical Writing or Professional Communications or English Composition	3 or 3 or 4
ENGL 325	Advanced Business Writing	3	No Equivalent	No Equivalent	0

Quantitative Literacy Course Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
MATH 114	Quantitative Reasoning for Professionals 2	4	No Equivalent	No Equivalent	0
or MATH 115	or Intermediate Algebra	3	MTH 111	Intermediate Algebra	4

Natural Sciences Competency Course Requirements – Minimum 6 credits; 1 course with lab

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

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

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.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
ECON 201	Principles of Microeconomics	3	ECO 202	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3	ECO 201	Principles of Macroeconomics	3
PSYC 150	Introduction to Psychology	3	PSY 101	Introduction to Psychology	3

Additional General Education Course Requirements - These courses are additional General Education courses to meet the requirements for this specific program. Marketing degree students must complete 48 General Education credits to meet College of Business and University Requirements. *Sales Majors are required to take COMM 251, 332, or equivalent as one of their General Education Electives.*

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
Varies	General Education Elective	3	Varies	Varies	3
Varies	General Education Elective	3	Varies	Varies	3
Varies	General Education Elective; if a 3 credit MATH course is taken, 1 additional credit is required	2 – 3	Varies	Varies	2 - 3

[Ferris State University General Education Courses](#)

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

Marketing 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.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	ACC 121	Accounting Principles 1	4
ACCT 202	Principles of Managerial Accounting	3	ACC 123	Accounting Principles 2	4
STQM 260	Introduction to Statistics	3	MTH 131	Intro to Probability & Stats	3
MGMT 301	Applied Management	3	MGT 241	Principles of Management	3
BLAW 321	Contracts and Sales	3	BUS 261	Business Law 1	3
MKTG 321	Principles of Marketing	3	MKT 201	Principles of Marketing	3
ISYS 321	Business Information Systems	3	No Equivalent	No Equivalent	0
FINC 322	Financial Management 1	3	No Equivalent	No Equivalent	0
MGMT 370	Quality-Operations Management	3	No Equivalent	No Equivalent	0
BUSN 499	Integrating Experience	3	No Equivalent	No Equivalent	0

Major Requirements – 30 credits required

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
MKTG 231	Professional Selling	3	No Equivalent	No Equivalent	0
AIMC 300	Principles of Advertising/IMC	3	MKT 241	Principles of Advertising	3
MKTG 322	Consumer Behavior	3	No Equivalent	No Equivalent	0
MKTG 378	Marketing Data Analysis	3	No Equivalent	No Equivalent	0
MKTG 425	Marketing Research	3	No Equivalent	No Equivalent	0
MKTG 441	International Marketing	3	No Equivalent	No Equivalent	0
MKTG 472	Supply Chain Management	3	No Equivalent	No Equivalent	0
MKTG 476	Marketing Strategy	3	No Equivalent	No Equivalent	0
MKTG 491	Marketing Internship	3	No Equivalent	No Equivalent	0
MKTG or MGMT 310	Marketing Elective or Small Business Management	3	Varies or MGT 245		

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

Digital Marketing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
AIMC 382	Business-to-Business Digital Marketing	3	No Equivalent	No Equivalent	0
AIMC 383	Business-to-Consumer Digital Marketing	3	No Equivalent	No Equivalent	0
MKTG 383	Direct Marketing	3	No Equivalent	No Equivalent	0
AIMC 375 or DSGN 224	Business-to-Business Advertising/IMC or Web Design & Planning	3	No Equivalent	No Equivalent	0

Industry Specific Concentration – Advisor Approval

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
Varies	Industry Specific Electives	12	Varies	Varies	12

Marketing Concentration – Advisor Approval

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
Varies	Marketing Electives (See list below)	12	Varies	Varies	12

PREL 240, RETG 337, AIMC 375, MKTG 375, AIMC 382, AIMC 383, MKTG 383, MKTG 410, MKTG 420, MKTG 466, MKTG 475, AIMC 486

Retailing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
RETG 337	Principles of Retailing	3	No Equivalent	No Equivalent	0
RETG 339	Retail Merchandising	3	No Equivalent	No Equivalent	0
RETG 438	Retail Management	3	No Equivalent	No Equivalent	0
MGMT 310	Small Business Management	3	MGT 245		

Sales Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
MKTG 410	Industrial Marketing	3	No Equivalent	No Equivalent	0
MKTG 434	Advanced Selling	3	No Equivalent	No Equivalent	0
MKTG 436	Sales Management	3	No Equivalent	No Equivalent	0
MKTG 466	Purchasing	3	No Equivalent	No Equivalent	0

Sports Marketing Concentration

FSU Course	FSU Course Title	FSU Cr. Hrs.	NMC Equiv.	NMC Course Title	NMC Cr. Hrs.
MKTG 420	Sports Marketing	3	No Equivalent	No Equivalent	0
MKTG 491	Marketing Internship	3	No Equivalent	No Equivalent	0
PREL 240	Public Relations Principles	3	No Equivalent	No Equivalent	0
PREL 341 or Elective	Public Relations Tactics or Directed Elective	3	No Equivalent	No Equivalent	0

Total Credits Required for Degree	120 - 122
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Program Delivery Locations and Contact Information:

Main Campus, Big Rapids

College of Business

(800) 433-7747 | (231) 591-2420 | [College of Business Email](#)

[Transfer Partnerships Website](#)

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

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.00 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 Ferris State University's ENGL 150 or placement during the first semester at Ferris State University which would require an English ACT score of 16 or higher; or ERW SAT score of 450 or higher; or English Accuplacer score of 6 or higher.
- Transfer equivalency for Ferris State University's MATH 114 or 115 or placement during the first semester at Ferris State University which would require a Math ACT score of 19 or higher; Math SAT of 500 or higher; or Math Accuplacer scores: Elementary Algebra score 75 or higher and College Level Math 0 to 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.