

Offered through the Marketing Department, the Graphic Media Management program addresses operations management, IT, project planning and estimating, marketing, and embracing the rapidly changing media business environment. Today's print media industry is really a global communication industry using every type of technology available to help customers communicate their message. Graphic Media Management is just that, the cutting edge of all the latest and greatest imaging and digital communications technology. Leaders in the print media industry must be knowledgeable in all traditional printing methods as well as know how to best use leading-edge technology to remain competitive.

Nearly one-third of the three-quarters of a million people employed by the print media industry are over age 55. That means excellent opportunities for individuals who love to solve problems and work in a fast-paced environment on some of the most technologically advanced systems in the world. Graduates from the Graphic Media Management program are not only trained in traditional print operations, G7 color management and digital print pre-press workflow, they bring another level of skills to the workforce. This foundation of print media technology and processes combine with a solid core of business, marketing, management and financial courses make graduates from the Graphic Media Management program highly desirable employees for the future of the print media industry. There are career opportunities in sales, technical sales and marketing, information systems, project management, customer service and production management in the print media industry and throughout the supply chain.

More than 80 percent of the print media companies in the United States employ less than 50 employees. This allows graduates of Ferris State University's Graphic Media Management program excellent opportunities to stay close to the technology, people and business operations. Average starting salaries range from \$40,000 to \$55,000 a year.

Communication Competency Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	WCC Equiv.	WCC Course Title	WCC Cr. Hrs.
COMM 105 or COMM 121 or COMM 221	Interpersonal Communication or Fundamentals of Public Speaking or Small Group Decision Making	3	COM 102	Interpersonal Communication	3
ENGL 150	English 1	3	ENG 111	Composition 1	4
ENGL 250	English 2	3	ENG 226	Composition 2	3
ENGL 311 or ENGL 325	Advanced Technical Writing or Advanced Business Writing	3	ENG 218	Technical Writing for eLearning	3

Quantitative Literacy Requirements

FSU Course	FSU Course Title	FSU Cr. Hrs.	WCC Equiv.	WCC Course Title	WCC Cr. Hrs.
MATH 115	Intermediate Algebra	3	MTH 169	Intermediate Algebra	4

Natural Sciences Competency Requirements – 6 credits required - 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	6 - 7

Culture Competency Requirements - Minimum 9 credits from 2 different disciplines with 1 course 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	6	Varies	Varies	6
PHOT 101	Photography	3	No Equivalent	No Equivalent	No Equivalent

Self and Society Competency Requirements – Minimum 9 credits from 2 different disciplines with 1 course 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 – Self and Society Competency	3	Varies	Varies	3
ECON 201	Principles of Microeconomics	3	ECO 222	Principles of Economics 2	3
ECON 202	Principles of Macroeconomics	3	ECO 211	Principles of Economics 1	3

[Ferris State University General Education Program](#)

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

Diversity Competency – 2 Courses Required

If not met by courses taken for Culture, Self and Society, or MTA, a student must meet the following:

- 1 course with the Global Diversity attribute
- 1 course with the U.S. Diversity attribute

Major Requirements - 58 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	WCC Equiv.	WCC Course Title	WCC Cr. Hrs.
GCOM 131	Building Professional Digital Documents	3	No Equivalent	No Equivalent	No Equivalent
GCOM 132	Portable Document Files and Prepress Workflow	3	No Equivalent	No Equivalent	No Equivalent
GCOM 161	Media Imaging and Production	4	No Equivalent	No Equivalent	No Equivalent
ISYS 200	Database Design and Implementation	3	No Equivalent	No Equivalent	No Equivalent
ACCT 201	Principles of Accounting 1	3	ACC 111	Principles of Accounting 1	3
DSGN 224	Web Design and Planning	3	No Equivalent	No Equivalent	No Equivalent
GCOM 232	Digital Color Reproduction	3	No Equivalent	No Equivalent	No Equivalent
GCOM 243	Prepress Workflow Automation	4	No Equivalent	No Equivalent	No Equivalent
GCOM 273	Substrates, Inks and Coatings	3	No Equivalent	No Equivalent	No Equivalent
GCOM 285	Introduction to packaging	3	No Equivalent	No Equivalent	No Equivalent
GCOM 299	Imaging and Finishing Project Management	3	No Equivalent	No Equivalent	No Equivalent
GMAN 310	Variable Data Publishing and Cross Media Marketing	3	No Equivalent	No Equivalent	No Equivalent
GMAN 351	Project Estimating and Cost Analysis	3	No Equivalent	No Equivalent	No Equivalent
GMAN 361	Production Planning	4	No Equivalent	No Equivalent	No Equivalent
GMAN 393	Media Management Internship		No Equivalent	No Equivalent	No Equivalent
GMAN 425	Digital Workflow Engineering and Automation	3	No Equivalent	No Equivalent	No Equivalent
GMAN 440	Color Management	3	No Equivalent	No Equivalent	No Equivalent
GMAN 462	Media Process Management	3	No Equivalent	No Equivalent	No Equivalent
GMAN 498	Current Topic in Media Management	1	No Equivalent	No Equivalent	No Equivalent

Major Related Requirements – 30 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	WCC Equiv.	WCC Course Title	WCC Cr. Hrs.
STQM 260	Introduction to Statistics	3	BMG 265	Business Statistics	3
MGMT 301	Applied Management	3	BMG 230	Principles of Management	3
BLAW 321	Contracts and Sales	3	No Equivalent	No Equivalent	No Equivalent
MKTG 321	Principles of Marketing	3	BMG 250	Principles of Marketing	3
MGMT 350	Management Metrics and Decision Making	3	No Equivalent	No Equivalent	No Equivalent
MGMT 370	Quality Operations Management	3	No Equivalent	No Equivalent	No Equivalent

Graphic Media Management Approved Minor – 18 Credits Required

The student must select and enroll in one of the following approved minors before spring semester of their junior year. The student must meet with the minor advisor to declare **one** of the following minors. They must complete 12 credits in that minor beyond courses that may have already been taken in the Bachelor of Science in Graphic Media Management. Students will be strongly encouraged to complete the minor before graduation. These courses are not used to calculate the major 2.00 GPA requirement.

- Advertising/Integrated Marketing Communications (AIMC) Minor
- Computer Information Systems (CIS) Minor
- Digital Marketing (DGMK) Minor
- Human Resource Management (HRM) Minor
- Integrated Marketing Techniques (IMT) Minor
- International Business (INBU) Minor
- Leadership and Project Management (LPMM) Minor
- Lean Systems (LSYS) Minor
- Marketing Sales (MKTS) Minor
- Public Relations (PURE) Minor
- Small Business and Entrepreneurship (SBE) Minor

Total Credits Required for Degree**133 - 134****Program Contact Information:****Main Campus, Big Rapids****College of Business****Graphic Media Management**(231) 591-2426 | [Graphic Media Management Email](#) | [Graphic Media Management Program 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 Student SAT Scores

- 2.50 High School GPA (on a 4.00 scale)
- Two of the Three Criteria:
 1. ERW SAT score of 450 or higher.
 2. Math SAT score of 500 or higher. Placement in MATH 109 or 110 will be considered (Math SAT score of 480 or higher).
 3. Composite SAT of 900 or higher.

New Student ACT Scores

- 2.50 High School GPA (on a 4.00 scale)
- Two of the Three Criteria:
 1. English ACT score of 16 or higher.
 2. Math ACT score of 19 or higher.
 3. Reading ACT score of 19 or higher.

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 FSU ENGL 150 or placement during the first semester at FSU 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 FSU MATH 114 or 115 or placement during the first semester at FSU 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.

Graduation Requirements

In addition to meeting all the programmatic requirements, students must:

1. Meet University General Education requirements.
2. Earn a minimum of 120 credits.
3. Maintain a 2.00 or higher cumulative FSU GPA.
4. Earn 30 credits from FSU (Residency).
5. Earn 40 credits of 300 level or higher courses.
6. Maintain a 2.00 cumulative GPA in the major.
7. Earn 40 percent of their total credits required for graduation in general education courses to meet the College of Business ACBSP accreditation requirements. The University requires all bachelor degrees be a minimum 120 credits. When meeting the 40 percent requirement, programs can use 6 credits from the business core in the calculation. To meet the ACBSP, 40 percent general education requirement, a 120 credit program would consist of 42 general education credits, 30 business core credits, and 48 credits in the major.

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.