

Academic Senate
Agenda
Tuesday, April 30, 2019
UCB 202A and B

10:00 AM: Last Business Session for 2018-2019

1. Call to Order and Roll Call
2. Approval of Minutes: April 2, 2019
3. Open Forum: items of importance to the Academic Senate
(Please notify President Alspach)
4. Reports
 - A. Senate President – Sandy Alspach
 - B. Senate Vice President – Charles Bacon
 - C. Senate Secretary – Melinda Isler
5. Senate Standing and Task Force Committee Reports
 - A. University Curriculum Committee – Rusty Leonard
 - 19-001 (info only)
 - 19-030 (info only)
 - 19-038 (info only)
 - 19-042 (info only)
 - 19-052 (info only)
 - 19-053(info only)
 - B. Diversity Committee- Hira Herington
6. New Business: requiring Senate action
 - A. University Curriculum Committee – Rusty Leonard
19-057
 - B. Rules Committee - Melinda Isler
 1. Add language in references to ex-officio members to define them as non-voting.
 2. Add committee to spring committee formation.
 3. Require Senate committees to have a quorum to conduct business.
 4. Elect non-tenure track faculty Senators as part of the spring elections
7. Announcements.
 - A. President David Eisler
 - B. Provost Paul Blake
8. University Committee Reports.
 - A. General Education- Victor Piercy
 - B. Higher Learning Commission Steering Committee- Mark Thomson
 - C. Student Government- Bobby Gill.
9. Recognition of retiring Senators.
10. Recognition of Winter 2019 Student Athletes: Catherine Archer, Athletic Advisory Council

11:00 AM Meeting of the Academic Senate 2019-2020:

1. Call to Order and Roll Call. (Elections Chair Chuck Drake Presiding)
2. Senate Officer Elections for the 2019-2020 Year
3. Open Forum

**Minutes
Ferris State University
April 2, 2019- 10:00 a.m.**

Members in Attendance: Alspach, Aslakson, Axford, Bajor, Baran, Berghoef, Bright, Daubert, Drake, Emerick, Epps, Fadayomi, Gray, Hanna, Herrington, Inabinett, Isler, Johnson, Lotoczky, Moore, Rumpf, Shimko, Smith, Swinkunas, Todd, Waters, Weaver, Wolfer, Wyss, Zyla

Members absent with cause: Bacon, Calkins, Desmond, Harvey,

Members absent: Thomson

Ex-Officio and Guests: Barber, Bentley, Blake, Goosen, Haik, Jackson, Johnson L., Johnson M., Leonard, Pilgrim, Reifert,

1.	President Alspach called the meeting to order at 10:02 a.m. Moved both the President and General Education reports up to the first hour and the provost will not be present to give the report.
2.	Approval of Minutes. Senator Zyla moved to approve the minutes of February 5, 2019. Senator Moore seconded. Secretary Isler noted that there were some technical microphone difficulties at the previous meeting which may have led to individuals being misidentified. Also please speak into the mike if possible. Motion passed by 100% to 0% with 0% abstaining.
3.	Open Forum Secretary Isler noted the library was having an OER textbook petting zoo on April 11 th from 11-noon. President Alspach asked that a university wide notice also be sent out. Senator Gray asked if it went any later. Secretary Isler said she would check that and get information out.
4.	Officer Reports/ President Report President Alspach reported she was recently at Sports Communication conference in Idaho where open education resources are a great opportunity to save students money. She will be attending the last leadership council (report in final packet). If you have items you wish highlighted let her know. She thanked those who have run again for senators. She noted that she had a follow up to the participation problem. There will be a follow-up participation request after withdrawal. The registrar will not drop student- but will adjust the time schedule. They will not show up if they have withdrawn. Vice President Bacon was not present to report. Secretary Isler reported for Elections Chair Bacon that there was 1 follow-up election for the College of Health Professions in the following week.
5.	Senate Committee Reports University Curriculum Committee Chair Rusty Leonard reported on 6 information only proposals. They included Healthcare Marketing BS revision, Mechanical Design Energy Certificate closure, Criminal Justice program updates, Surveying program revisions, Process Tolerance Design revision and changing the grad requirements for ARST, BS and FN. Senator Gray noted that the cancellation of the sociology courses should have involved a consultation form. Chair Leonard said it was not required but he agreed that would be useful. He also noted that the UCC website has been updated and issues with Google Chrome remain. There was a discussion about the form and what the date meant. President Alspach asked him to address the catalog issue. Leonard said a question had come up about changing a catalog reference to when a course was offered. Leonard noted this was not an issue that really required an approval through a UCC process. He planned to have further discussions. Senator Berghoef asked that they also review how off-campus course like those in Traverse City are handled. Hanna noted that catalog changes that are not minor details as it can impact accreditation. Senator Johnson said it also impacts students ability to graduate. Academic Program Review chair Gary Todd had two motions. He first moved to approve the Construction Technology AAS program and certificate. Seconded by Senator Epps. Motion passed 100-0%.

	<p>Elections Committee had no report.</p> <p>Secretary Isler noted that the Rules Committee would have proposals coming to the Senate for a vote at the last meeting. If they pass, they will go to a fall faculty vote in September 2019.</p>
6a.	<p>Data Driven Task Force Report. Senator Fadayomi moved to accept (for review) the Data Driven Task Force report. Seconded by Senator Weaver. Fadayomi reported a timeline on the activities of the group and the facets considered for a university assessment committee that reports to the Senate. Senator Baran offered a friendly amendment to amend the motion which was to accept for review and put on the agenda for the August retreat. Senator Fadayomi said that was her intent when she used the terminology accept so it was accepted. Senator Hanna suggested the future diagram show approval processes needed. Senator Moore asked if this was an annual committee and how it interacts with Academic Program Review and does it need to be separate. Senator Axford said that the vision is that his helps to support APR. Senator Johnson asked who compiles report. Senator Fadayomi said chair of college committee. Senator Johnson expressed concern about workload and differentiation between academic affairs assessment committees and this committee. Senator asked for some dean response to the proposals. Senator Weaver noted the report seems extremely different from the original charge of data driven from the NSSE data. Senator Axford noted that data driven decision are part of the accreditation process. A friendly amendment added a requirement to review at August 2019 retreat. Motion passed 71% to the 21% with 7% abstaining.</p>
6b.	<p>General Education Reports. Senator Wolfer moved to accept the process for appointing the General Education by the Senate. Senator Smith asked for a friendly amendment to request that RSS have a seat appointed by their unit. This was accepted. Motion passed 86% to 14% with 0% abstaining.</p> <p>Senator Wolfer moved to accept the revised problem solving definition. Senator Gray seconded. Motion passed 86% to 8% with 5% abstaining.</p>
8.	<p>Announcements / Campus Committee Reports. President Eisler reported that he is focusing on TIP funding and making sure that is appropriately handled in the state budget. He invited all senators to his budget meeting which was at 2:00 p.m. in the afternoon.</p> <p>Provost Paul Blake thanked the Senators for their patience with his recent illness. He noted that in the fall he planned to host an innovation fair featuring the work of current faculty. In the fall he encouraged the Senate to invite him back to present on the Academic Literacies Center since he was unable to do so in February.</p> <p>Health Center director Lindsay Barber presented on Health Care services and committees at Ferris. She noted that this was partially started by the disbandment of the former Senate Health Promotions Committee. She noted a web of groups existed and they were invited to have discussions about a new structure. The new Health and Wellness Commission met and identified a need for a new communications structure, prepared a grant for an Anti-Violence Task Force and in February prepared a JED Cohort Strategic Plan. They continue to evolve and work toward their goals. Any faculty member is welcome to join.</p>
9.	<p>The meeting was adjourned at 11:58 a.m.</p>

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A
Effective FALL 2018

Proposal Number: 19-001
 Proposal Title: Revise Plastics and Rubber Program
 Type of Curriculum Action ([Click here for Definitions](#)): Curriculum Cleanup
 College: **TE - College of Engineering Technology**
 Department: **PLRU - Plastics & Rubber**
 Proposer: **Robert Speirs**
 Contact Person's Name: **Robert Speirs** Phone: **231-591-2964**

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu					
	Received	Reviewed	Proposer Approved Packet	Complete	The proposal is "complete," once all consultation responses have been received.
FSU Curriculum Review Dates:	8/9/18	10/2/18	02/07/19		
	Electronic Signature of Representative			ACTION - Enter Vote Count	
Program Faculty	RG Speirs <small>Digitally signed by RG Speirs DN: cn=RG Speirs, o=Ferris State University, ou=Plastics Rubber, email=rspeirs@ferris.edu, c=US Date: 2019.02.13 15:38:11 -0500</small>			6 Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
Department Faculty (if applicable) Robert Speirs	RG Speirs <small>Digitally signed by RG Speirs DN: cn=RG Speirs, o=Ferris State University, ou=Plastics Rubber, email=rspeirs@ferris.edu, c=US Date: 2019.02.13 15:38:40 -0500</small>			6 Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
School Faculty (if applicable) Rich Goosen	Mark Dunneback <small>Digitally signed by Mark Dunneback DN: cn=Mark Dunneback, o=Ferris State University, ou, email=mdunneback@ferris.edu, c=US Date: 2019.02.19 11:50:31 -0500</small>			6 Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
Department/School Administrator Rich Goosen	Mark Dunneback <small>Digitally signed by Mark Dunneback DN: cn=Mark Dunneback, o=Ferris State University, ou, email=mdunneback@ferris.edu, c=US Date: 2019.02.19 11:50:43 -0500</small>			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
College Curriculum Committee	Blaine Danley <small>Digitally signed by Blaine Danley DN: cn=Blaine Danley, o, ou=College of Engineering Technology, email=bdanley@ferris.edu, c=US Date: 2019.04.23 15:29:24 -0400</small>			0 Support 9 Support with Concerns * 0 Not Support* 0 Abstain	
Dean Rich Goosen	Richard Goosen <small>Digitally signed by Richard Goosen Date: 2019.03.20 16:59:45 -0400</small>			<input type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved	
University Curriculum Committee Rusty Leonard	Russell A. Leonard Jr. <small>Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o, ou, email=rleonard@ferris.edu, c=US Date: 2019.04.23 16:16:32 -0400</small>			6 Support 0 Support with Concerns * 0 Not Support* 0 Abstain	
Senate Sandra Alspach				<input checked="" type="checkbox"/> For Information Only ___ % Support ___ % Not Support* ___ % Abstain	
Academic Affairs Leonard Johnson				<input type="checkbox"/> Approved <input checked="" type="checkbox"/> Not Approved <input type="checkbox"/> Hold	

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale
 To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

1. If a PCAF is required, *the President's Council must approve it prior to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.*
Provide link here, when applicable
2. Proposal Summary: *Provide a detailed rationale including all curriculum action and desired date of implementation.*

Effective Fall 2019

AAS Polymer and Plastics Engineering (PPET), BS Plastics Engineering Technology (PLTE) and BS Rubber Engineering Technology (RUBE)

The following courses are being moved in the sequence of when they will be taught. All three of checksheets are impacted by these changes.

- PPET 127* - Move to Spring semester Sophomore year from Freshman year
- PPET 211* - Move to Spring Freshman semester from Spring sophomore year
- PPET 222 - Move from Fall sophomore year to Spring sophomore year
- PPET 223 - Move from Spring semester sophomore year to Fall semester sophomore year

BS "Rubber Engineering Technology" (RUBE) - (Program Significant changes)

Restructure the existing rubber courses into four courses focused on specific deliverables related to industry needs. (Testing, Compounding, Design, Processing) The four courses will build on one or more of these topics and work in a logical sequence that will allow a student earning the Rubber Engineering Technology BS to understand and contribute in an area of the rubber industry. The four proposed courses are as follows:

- PLTS 361 "Introduction to Rubber Processing", modified from previously deleted RUBR's 121 and 211, "Rubber Processing I and II."
- PLTS 362 "Rubber Compounds and Testing", minor modification from previously deleted RUBR 223 "Rubber Testing."
- PLTS 461 "Rubber Compounding", minor modification from RUBR 321 "Rubber Compounds and Compounding."
- PLTS 462 "Rubber Product Design and Advanced Processing", modified from RUBR 312" Rubber Products and Design" and RUBR 411 "Advanced Rubber Processing." This course will also seek to have collaboration and problem solving attributes as our second course to meet the General Education Requirements.

RATIONALE

- A large student base has been created to feed into the BS in Rubber after the implementation of revised PPET curriculum 2 years ago. Those who finish their AAS in PPET are well trained in the fundamentals of polymer technology and plastic processing. This allows us to cut down redundant subjects and the proposed rubber curriculum will provide smoother transition from PPET into Rubber Engineering Technology.
- While taking the required "Introduction to Rubber Technology" in the PPET curriculum, the students get to know the technology and the proposed rubber curriculum better. The seamless transition will encourage students to pursue BS in rubber program.
- The proposed rubber courses will be synchronized with current PLTS curriculum and provide following benefits:
 - More flexible in scheduling for the faculty members to cover both plastics and rubber courses. We may see better productivity for both Rubber and Plastics programs.

- Easier scheduling for students to move from AAS in PPET to
 - BS in Rubber Technology, or
- Easier for students from Plastics or other programs to pursue Rubber as a minor. (Minor to added later)

BS “Rubber Engineering Technology” (RUBE) - (Support Courses changes)

- EEET 301 – Controls for Automation	Drop from Program
- Business Elective	Add to Program
- MFGE 351, 353, 451	Drop Courses, add MFGE Electives
- PPET 131 – Introduction to Robotics	Add to Program
- PPET 284 Introduction to Thermoplastic Elastomers	Drop from Program
- PLTS 499 Capstone Project – PLTS Seminar	Add to Program
- Change B.S. Entrance requirements	Current 2.5 GPA in PPET, MATH, and Overall Proposed 2.75 Overall

Rationale

These changes will help the Rubber and Plastics’ BS to mirror one another more closely.

BS “Rubber Engineering Technology” (RUBE) - (Minor “Housekeeping” changes)

- ENGL 311 – Advanced Technical Writing	-	Moved from 3 rd to 2 nd semester in BS
- PLTS 300 – Plastics Engineering Management Systems	-	Modify from 4 cr. To 3 cr. No Form EF is needed as this course was made 3 cr a while ago, but the checksheet was never updated

3. Summary of All Course Action Required - Complete a Form E/F for each course. Add more rows if needed.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
EEET	301	Controls for Automation	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MFGE	351	Intro to Industrial Engineering	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MFGE	353	Statistical Quality Control	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MFGE	451	Intro to Plant Engineering	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
PPET	131	Intro to Robotics	Add Existing Course to Program	<input type="checkbox"/>
PPET	222	Plts & Plym Material Slctn 1	Modify Existing Course	<input type="checkbox"/>
PPET	223	Plastics Testing	Modify Existing Course	<input type="checkbox"/>
PPET	284		Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
PLTS	361	Introduction to Rubber Processing	Create a New Course	<input type="checkbox"/>
PLTS	362	Rubber Compounds and Testing	Create a New Course	<input type="checkbox"/>
PLTS	461	Rubber Compounding	Create a New Course	<input type="checkbox"/>
PLTS	462	Rubber Product Design and Advanced Processing	Create a New Course	<input type="checkbox"/>
PLTS	499	Capstone Project – PLTS Seminar	Add Existing Course to Program	<input type="checkbox"/>
RUBR	411	Advanced Rubber Processing	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
RUBR	312	Rubber Products and Design	Delete Course from FSU Catalog	<input type="checkbox"/>
RUBR	321	Rubber Compounds and Compounding	Delete Course from FSU Catalog	<input type="checkbox"/>
RUBR	390	Special Topics in Rubber	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
RUBR	411	Advanced Rubber Processing	Delete Course from FSU Catalog	<input checked="" type="checkbox"/>
Business		Any Business elective	Add Existing Course to Program	<input type="checkbox"/>
MFGE		Any MFGE elective	Add Existing Course to Program	<input type="checkbox"/>

*Course has or will have a General Education attribute

4. Are there plans to offer blended or online courses? **No**

5. Will External Accreditation be sought? (For new programs or certificates only) **No**

If yes, name the organization involved with accreditation for this program.

Accrediting Organization name, when applicable

6. Email Original Form A and completed Forms E/F (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. Summary of All Consultations – RAM will provide a list of units affected; proposer is responsible for the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	Select a Unit	Alex Manga	Added any Directed Business elective to the RUBE-BS checksheet		
Form B - UG	TE - EECN - Electrical Engineering Tech, CNS	Gary Todd	Removed EEET 301 from the RUBE-BS checksheet		
Form B - UG	Select a Unit	Dean Krager	Removing MFGE 351, 353, and 451 from checksheet Adding MFGE electives		
Select	Select a Unit				
Select	Select a Unit				

8. Summary of Program/Degree Action Affecting Department Checksheets

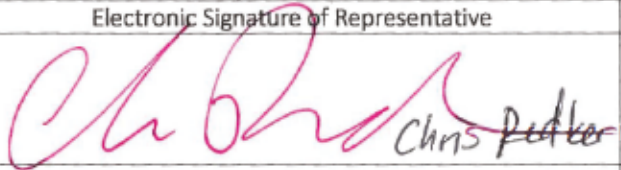


RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	Bachelor of Science	Plastics Engineering Technology	PLTE-BS
Modification	Associate of Applied Science	Plastics and Polymer Engineering Technology	PPET-AAS
Modification	Bachelor of Science	Rubber Engineering Technology	RUBE-BS
Choose an item.			

CURRICULUM SUMMARY AND VOTING FORM

Form A
Effective FALL 2018

Proposal Number: 19 030
 Proposal Title: PSYC-BS Curriculum Cleanup
 Type of Curriculum Action ([Click here for Definitions](#)): Curriculum Cleanup
 Proposer's College: AS - College of Arts & Sciences
 Proposer's Department: SBSC - Social & Behavioral Sciences
 Proposer: Christopher Redker
 Contact Person's Name: _____ Phone: 2576

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu					
	Received	Reviewed	Proposer Approved Packet	Complete	The proposal is "complete," once all consultation responses have been received.
FSU Curriculum Review Dates:	11/2/18	11/13/18			
	Electronic Signature of Representative				ACTION Enter Vote Count
Program Faculty	 Chris Redker				<input checked="" type="checkbox"/> Support 8 <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
Department Faculty (if applicable)	 Meral Topcu				<u>10</u> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
School Faculty (if applicable)					<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
Department/School Administrator	 Meral Topcu				<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
College Curriculum Committee	Mark Thomson <small>Digitally signed by Mark Thomson Date: 2019.04.09 13:46:40 -04'00'</small>				<u>6</u> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
Dean Kristi Haik	Joseph Lipar <small>Digitally signed by Joseph Lipar Date: 2019.04.12 13:47:09 -04'00'</small>				<input checked="" type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved
University Curriculum Committee Rusty Leonard	Russell A. Leonard Jr. <small>Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o=OU email=leonard@ferris.edu, c=US Date: 2019.04.18 14:01:37 -04'00'</small>				<u>0</u> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
Senate Sandra Alspach	Sandra Alspach <small>Digitally signed by Sandra Alspach Date: 2019.04.23 17:49:29 -04'00'</small>				<input checked="" type="checkbox"/> For Information Only <input type="checkbox"/> % Support <input type="checkbox"/> % Not Support* <input type="checkbox"/> % Abstain
Academic Affairs Leonard Johnson					<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale
 To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation
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1. If a PCAF is required, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.

N/A

2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

To our knowledge, Psychology is the only B.S. degree program that requires students to choose a minor. Our program members agree that this requirement has been more burdensome than useful. For example, our TIP scholars are forced to wait until entering phase II (i.e., third year) to begin to take courses to fulfill a minor. Removing the minor requirement would also allow our students the ability to take more PSYC courses, if they wish. In particular, this would provide them additional opportunities for independent study and directed research projects, as well as internship experiences. We believe that these are often much more useful than a minor for program students, in terms of guiding their career paths and making them attractive candidates for graduate programs. To be clear, the program will not discourage students from picking up a minor, as it can sometimes complement the main area of study very well (e.g., a student interested in pursuing a career in the field of forensic psychology may be encouraged to minor in criminal justice). We wish to implement the proposed change as early as possible.

3. Summary of All Course Action Required - Complete a Form E/F for each course, email fsucurriculum@ferris.edu for more rows.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input type="checkbox"/>
			Choose an item.	<input checked="" type="checkbox"/>

*Course has or will have a General Education attribute

4. Are there plans to offer blended or online courses? ▼
5. Will External Accreditation be sought? (For new programs or certificates only) ▼

If yes, name the organization involved with accreditation for this program.

N/A

6. Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. Summary of All Consultations – RAM will provide a list of units affected; proposer is responsible for the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Select	Select a Unit				
Select	Select a Unit				
Select	Select a Unit				

8. Summary of Program/Degree Action Affecting Department Checksheets

RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	BS - Bachelor of Science	Psychology	PSYC-BS-A5

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A

Form current on 02/27/19

Proposal Number: 19-038

Proposal Title: MECH and MECE Curriculum Change

Type of Curriculum Action ([Click here for Definitions](#)): Revision of Degree

Proposer's College: TE - College of Engineering Technology

Proposer's Department: MDSN - Mechanical Design

Proposer: Brian Brady

Contact Person's Name: Brian Brady Phone: 231-591-2957

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu

	Received	Initial Review	Proposer Approved Packet	Packet Complete	"Packet Complete" - The proposal packet is done with RAM review and is sent to the college for support.
RAM Review Dates:	11/26/18	12/4/18	3/6/19	4/4/19	
	Digital Signature of Representative (Do Not Print and Sign)				ACTION - Vote Count Required
Program Faculty	Digitally signed by Brian Brady Date: 2019.04.04 08:22:30 -04'00'				5 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Department Faculty (if applicable)					
School Faculty (if applicable)	Digitally signed by Randy J. Stein Date: 2019.04.04 08:29:46 -04'00' Adobe Acrobat version: 2019.010.20098				5 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Department/School Administrator					
College Curriculum Committee	Digitally signed by Blaine Danley DN: cn=Blaine Danley, o=College of Engineering Technology, email=bdanley@ferris.edu, c=US Date: 2019.04.10 15:41:37 -04'00'				11 Support 1 Support with Concerns * ___ Not Support* ___ Abstain
Dean					
University Curriculum Committee	Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o=, email=rleonard@ferris.edu, c=US Date: 2019.04.22 15:17:58 -04'00'				5 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Senate					
Academic Affairs					<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold

After Digital Signature, forward to the next reviewer - After College Support, the Dean's office email signed to proposal to FSUCurriculum@ferris.edu for UCC vote.

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale

To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

1. **If a PCAF is required**, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.
Provide link here, when applicable
2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

This is a curriculum change that primarily affects course pre-requisites and minimum grades. It also changes wording on entry and graduation requirements and splits an existing spring only capstone class into two classes, one in the fall and one in the spring. Following is a summary of changes to both the AAS MECH and BS MECE programs:

- Update entry requirements into AAS MECH program for transfer students to just 2.0 GPA on a 4.0 scale
- Update entry requirements into BS MECE program for both new/continuing students and transfer students
 - New/continuing: Completion of the AAS degree for MET w/ C or better in all MECH & ETEC courses and C- or better in MATH 216 or MATH 220
 - Transfer: Minimum 2.0 college GPA. MATH 216/220 and PHYS 211/241 equivalencies. 64 completed college credits or a completed AAS degree.
- Add BS MECH graduation requirements:
 - C or higher for all MECH and ETEC prefix courses
 - All 400 level MECH courses must be taken at Ferris
- Update minimum grade pre-requisites for multiple courses (AAS MECH and BS MECE):
 - All MECH and ETEC pre-requisite courses must be C or higher (instead of existing C- or higher)
 - MATH 216 or 220 must be C- or higher for MECH 360
- Change pre-requisite wording for multiple courses:
 - MECH 211: include "MATH 216" with Math pre-reqs
 - MECH 212: add "and (ETEC 140 or PDET 122 or PDET 322)"
 - MECH 322: add " and EEET 201"
 - MECH 332: add " and (MATH 216 or 220)"
 - MECH 393: add "and 12 credits of 300+ MECH courses and C or higher in all MECH AAS courses"
 - MECH 499: add "MECH 498 w/C or higher" and remove "MECH 421 w/C- or higher"
- Split MECH 499 Senior Project
 - Create 1-credit, 1-contact MECH 498 Senior Project 1 in the Fall
 - Pre-requisites for MECH 498 are "MECH 332 w/C or higher, (MATH 216 or 220) w/ C- or higher, Instructor Permission"
 - Co-requisite for MECH 498 is MECH 421
 - Change name of MECH 499 to Senior Project 2
 - Content from old MECH 499 split between new the MECH 498 course and the modified MECH 499
- Provide a choice of the MATH 116/126 or MATH 120/130 sequence on the AAS check sheet, this will depend upon incoming test scores and is more transfer friendly. This change can also reduce the overall credits required by 1 for students who can start with MATH 120 instead of MATH 116
- Provide a choice of the MATH 216/226 or MATH 220/230 sequence on the AAS/BS check sheets, this is more transfer and scheduling friendly
- Change the Chemistry requirement to CHEM 103 (from CHEM 114) but allow CHEM 114 or 121 or the CHEM CLEP test for credit

The rationale for most of the changes is to ensure a minimum level of mechanical engineering-related competence for all BS MECE graduates entering the work force or continuing their education. The MECH 499 split has been discussed with the program's industrial advisory board on multiple occasions. A pair of MECH 490 experimental courses were offered in 2017-18 (and currently running for 2018-19) that took the place of MECH

499. Feedback from the industrial advisory board and students was positive regarding the experimental course. The desired effective date is August 2019.

3. **Summary of All Course Action Required** - Complete a Form E/F for each course, email fsucurriculum@ferris.edu for more rows.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
MECH	498	Senior Project 1	Create a New Course	<input checked="" type="checkbox"/>
MECH	499	MET Senior Project	Modify Existing Course	<input checked="" type="checkbox"/>
MECH	211	Fluid Mechanics	Modify Existing Course	<input type="checkbox"/>
MECH	212	Kinematics of Mechanisms	Modify Existing Course	<input type="checkbox"/>
MECH	222	Machine Design	Modify Existing Course	<input type="checkbox"/>
MECH	311	Finite Element Analysis/Modeling	Modify Existing Course	<input type="checkbox"/>
MECH	322	Computer Apps 2 for Tech	Modify Existing Course	<input type="checkbox"/>
MECH	332	Mechanical Measurements/ Mechatronics	Modify Existing Course	<input checked="" type="checkbox"/>
MECH	340	Statics-Strength of Materials	Modify Existing Course	<input checked="" type="checkbox"/>
MECH	341	Lab for Statics-Strength Mtls	Modify Existing Course	<input checked="" type="checkbox"/>
MECH	360	Dynamics	Modify Existing Course	<input type="checkbox"/>
MECH	393	Industrial Internship	Modify Existing Course	<input type="checkbox"/>
MECH	421	MET Senior Lab	Modify Existing Course	<input checked="" type="checkbox"/>
MECH	440	Noise and Vibrations	Modify Existing Course	<input type="checkbox"/>

*Course has or will have a General Education attribute

4. Are there plans to offer blended or online courses? **No**
5. Will External Accreditation be sought? (For new programs or certificates only) ▼

If yes, name the organization involved with accreditation for this program.

Accrediting Organization name, when applicable

6. Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. **Summary of All Consultations** – RAM will provide a list of units affected; proposer is responsible for the completion of consultation form(s) required.

It appears the changes will not add any courses to any of the checksheets below.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	Engineering & Computing Tech.	Gareth Todd	Electrical/Electronic Engineering Technology MECH 211, MECH 340 are modified	EEET-BS	3/6/19
Form B - UG	PDET	Bill Koepf	Product Design Engineering Technology MECH 340 is modified	PDET-BS	3/27/19
Form B - UG	TE - AUTO - Automotive	Bill Wagner	Automotive Engineering Technology MECH 212 is modified	AET-BS	3/6/19
Form B - UG	TE - HEET - Heavy Equipment	Gary Maike	Heavy Equipment Service Engineering Technology MECH 340 is modified	HEET-BS	3/6/19
Form B - UG	Design and Manufacturing	Bob Speirs	Plastics Engineering Technology MECH 340 is modified Rubber Engineering Technology	PLTE-BS RUBE-BS	3/6/19
Form C - FLITE	FLITE	Fran Rosen			3/6/19

8. **Summary of Program/Degree Action Affecting Department Checksheets**

RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	AAS - Associate in Applied Science	Mechanical Engineering Technology	MECH-AAS
Modification	BS - Bachelor of Science	Mechanical Engineering Technology	MECE-BS

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A
Effective FALL 2018

Proposal Number: 19-042

Proposal Title: Update Computer Network and Systems (CNS)

Type of Curriculum Action ([Click here for Definitions](#)): Curriculum Cleanup

Proposer's College: **TE - College of Engineering Technology**

Proposer's Department: **EECN - EET-CNS**

Proposer: **Steve Johnson**

Contact Person's Name: **Steve Johnson** Phone: **231-591-2389**

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu					
	Received	Reviewed	Proposer Approved Packet	Complete	The proposal is "complete," once all consultation responses have been received.
FSU Curriculum Review Dates:	11/30/18	12/4/18	2/20/19	2/22/19	
	Electronic Signature of Representative			ACTION - Enter Vote Count	
Program Faculty Steve Johnson	Steve Johnson <small>Digitally signed by Steve Johnson Date: 2019.03.02 11:34:41 -05'00'</small>			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
Department Faculty (if applicable) Gary Todd	GARETH TODD <small>Digitally signed by GARETH TODD DN: cn=GARETH TODD, o=Ferris State University, ou=EET & CNS, email=gareth.todd@ferris.edu, c=US Date: 2019.03.04 15:15:47 -0500'</small>			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
School Faculty (if applicable) Randy Stein	Randy J. Stein <small>Digitally signed by Randy J. Stein Date: 2019.03.10 12:08:00 -04'00' Adobe Acrobat version: 2019.010.20098</small>			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
Department/School Administrator Randy Stein	Randy J. Stein <small>Digitally signed by Randy J. Stein Date: 2019.03.06 08:40:53 -05'00' Adobe Acrobat version: 2019.010.20098</small>			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
College Curriculum Committee Chair	Blaine Danley <small>Digitally signed by Blaine Danley DN: cn=Blaine Danley, o=College of Engineering Technology, email=bdanley@ferris.edu, c=US Date: 2019.03.21 15:54:01 -04'00'</small>			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
Dean Rich Goosen	Richard Goosen <small>Digitally signed by Richard Goosen Date: 2019.03.21 17:36:28 -04'00'</small>			<input type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved	
University Curriculum Committee Rusty Leonard	Russell A. Leonard Jr. <small>Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o=ou, email=rleonard@ferris.edu, c=US Date: 2019.04.17 16:55:13 -04'00'</small>			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns * <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
Senate Sandra Alspach				<input type="checkbox"/> For Information Only <input type="checkbox"/> % Support <input type="checkbox"/> % Not Support* <input type="checkbox"/> % Abstain	
Academic Affairs Leonard Johnson				<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold	

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale
To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

1. If a PCAF is required, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.

No PCAF required

2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

This curriculum proposal involves two changes to the ECNS program:

1. Change the mathematics sequence from the engineering mathematics sequence (MATH-116, MATH-126, MATH-216) to the standard calculus based mathematics sequence (MATH-115, MATH-120, MATH-130, MATH-220)

2. Update descriptions and outcomes of Networks 1-4 to coincide with Cisco's Network Academy curriculum:

a. Networks 1-4 Descriptions to reflect the new and updated Network Academy curriculum.

b. Networks 1-4 Outcomes change by the addition of IPv6 and are realigned to Cisco's Network Academy curriculum.

The Computer Networking Certificate (CNWC) and the Computer Networking Minor (CNET) are both impacted by the EECN course modifications. There are no changes to these checksheets.

The desired effective date for these changes is Fall of 2019.

3. **Summary of All Course Action Required** - Complete a Form E/F for each course, email fsucurriculum@ferris.edu for more rows.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
MATH	116	Interm. Alg./Num. Trig.	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MATH	126	Algebra and Analytical Trig.	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MATH	216	Applied Calculus	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
MATH	115	Intermediate Algebra	Add Existing Course to Program	<input type="checkbox"/>
MATH	120	Trigonometry	Add Existing Course to Program	<input type="checkbox"/>
MATH	130	Adv. Algebra-Analytical Trig	Add Existing Course to Program	<input type="checkbox"/>
MATH	220	Analytical Geometry-Calculus 1	Add Existing Course to Program	<input type="checkbox"/>
ECNS	115	Networks 1	Modify Existing Course	<input type="checkbox"/>
ECNS	125	Networks 2	Modify Existing Course	<input type="checkbox"/>
ECNS	215	Networks 3	Modify Existing Course	<input type="checkbox"/>
ECNS	225	Networks 4	Modify Existing Course	<input type="checkbox"/>

*Course has or will have a General Education attribute

4. Are there plans to offer blended or online courses? ▼
5. Will External Accreditation be sought? (For new programs or certificates only) ▼

If yes, name the organization involved with accreditation for this program.

Accrediting Organization name, when applicable

6. Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. Summary of All Consultations – RAM will provide a list of units affected; proposer is responsible for the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	AS - MATH - Mathematics	Kirk Weller	Removing MATH 116, 126, 216 Adding math 115, 120, 130, 220		
Select	Select a Unit				
Select	Select a Unit				
Select	Select a Unit				

8. Summary of Program/Degree Action Affecting Department Checksheets

RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	BS - Bachelor of Science	Computer Networks and Systems	CNS-BS
Choose an item.	Choose an item.		

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A

Form current on 02/27/19

Proposal Number: 19-052

Proposal Title: Public Relations (PURE) Program Revision

Type of Curriculum Action ([Click here for Definitions](#)): Revision of Degree

Proposer's College: BU - College of Business

Proposer's Department: MKTG - Marketing

Proposer: Patrick Bishop

Contact Person's Name: Patty Rettinger Phone: 231-591-2426

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu

	Received	Initial Review	Proposer Approved Packet	Packet Complete	"Packet Complete" - The proposal packet is done with RAM review and is sent to the college for support.
RAM Review Dates:	1/18/19	1/31/19	3/7/19	3/28/19	
Digital Signature of Representative (Do Not Print and Sign)					ACTION - Vote Count Required
Program Faculty	Patrick Bishop <small>Digitally signed by Patrick Bishop DN: cn=Patrick Bishop, ou=Marketing Department, ou=Public Relations, email=patrickbishop@ferris.edu, c=US Date: 2019.03.29 09:57:29 -0400</small>				12 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Department Faculty (if applicable)	Jeff Ek <small>Digitally signed by Jeff Ek Date: 2019.04.23 13:49:00 -0400</small>				20 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
School Faculty (if applicable)					___ Support ___ Support with Concerns * ___ Not Support* ___ Abstain
Department/School Administrator	Jeff Ek <small>Digitally signed by Jeff Ek Date: 2019.04.01 08:43:35 -0400</small>				<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
College Curriculum Committee	Alexander Manga <small>Digitally signed by Alexander Manga Date: 2019.04.04 10:31:18 -0400</small>				___ Support 6 Support with Concerns * ___ Not Support* ___ Abstain
Dean	David Nicol <small>Digitally signed by David Nicol Date: 2019.04.05 09:46:28 -0400</small>				<input type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved
University Curriculum Committee	Russell A. Leonard Jr. <small>Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o, ou, email=rleonard@ferris.edu, c=US Date: 2019.04.23 12:45:39 -0400</small>				5 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Senate	Sandra Alspach <small>Digitally signed by Sandra Alspach Date: 2019.04.23 17:54:53 -0400</small>				<input type="checkbox"/> For Information Only ___ % Support ___ % Not Support* ___ % Abstain
Academic Affairs					<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold

After Digital Signature, forward to the next reviewer - After College Support, the Dean's office email signed to proposal to FSUCurriculum@ferris.edu for UCC vote.

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale

To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

Disclaimer

This proposal, Proposal 19-052, depends on Proposal 19-057. Proposal 19-057 is creating a course, AIMC 370, which will be used on the checksheet in this proposal.

1. If a PCAF is required, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.

Provide link here, when applicable

2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

This is a fairly minor clean-up of the PR curriculum to help update and shift the emphasis of the program to "new" concepts within the industry; particularly social media and reputation.

Brief Summary of Proposed Changes

1. Remove PREL 350 (Law & Ethics) and replace it with a new class, PREL 360 (Reputation Management & Crisis Communication); affects the major, minor and certificate.
2. Remove JRNL 222 (Reporting) and replace it with a new class, AIMC 370 (Social Media & Content Marketing); affects the major.
3. Change PREL 201 (PR Seminar) from a 2-credit to a 3-credit course; adding in the ethics content from PREL 350 (which is being removed); affects only the major.
4. In PR minor and PR certificate: remove PR concentration elective and replace it with a new class, AIMC 370 (Social Media & Content Marketing).
5. PREL 491: clean-up inaccuracies in the internship catalog description regarding hours of service and number of credits (240 hours and 3-credits).

Narration/Justification

Remove PREL 350: PR Law and Ethics and replace it with a new class that is currently running as an experimental course as PREL 390: Reputation Management and Crisis Communication. The permanent course number will be PREL 360. The justification for this move is: most PR undergraduate programs don't have any specific law-ethic class. This is usually taught at the Masters level. Our students are already required to take Business Law, which gives them a solid foundation of Law. The ethics portion is important and will be moved and covered in PREL 201 (see below). For the past decade+, the PR industry has been working hard to increase the emphasis on the "Business Case for PR." This has created a significant new set of rules / concepts in what is being called, "Reputation Management." This has become a foundational PR concept and helps tie the value of reputation to the bottom line of any organization. It's worth noting that the first offering of this new class attracted 15 students.

Remove JRNL 222: Reporting and replace it with a new class that is currently running as an experimental class AIMC 390: Social Media and Content Marketing. The permanent course number will be AIMC 370 (the AIMC program is submitting a curriculum proposal making this a permanent course effective Fall 2019). The justification for this move is: PR students already get more than sufficient training in the journalistic style of writing, both in JRNL 121 (Writing for Mass Media) and in PREL 341 (PR Tactics). Online engagement (blogs, websites, social media, etc.) is a "new" and extremely important communication tactic in PR that current grads are expected to be experts in ("digital natives"). Frankly, the PR curriculum is light on instruction regarding online engagement, particularly social media. Additionally, there is a major shift in writing skills required in PR. While the journalistic style is important, it is diminished and other tactics, like blogs and social media posts, are becoming more important. This move gets the program where it needs to be in training the current generation.

Add one credit to PREL 201. The justification is that PREL 201 is currently a 2-credit class focused on a student's induction and preparation for the industry. Ethics (from PREL 350) will be moved and covered in this class, making up the content for the additional credit. New course outcomes will be written to reflect this change.

Remove PR concentration and add the new class AIMC 370 (discussed above) to the PR minor and PR certificate: this move gives students who are only taking the certificate and minor the foundational skills necessary for basic PR. It also creates consistency of curriculum flow between the major, minor and certificate.

Lastly, as stated in the summary, this proposal will clean-up inaccuracies in the catalog description for PREL 491: PR Internship. It will clarify the required hours of service (240 hours) and the number of credits (3-credits).

3. **Summary of All Course Action Required** - Complete a Form E/F for each course, email fsucurriculum@ferris.edu for more rows.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
JRNL	222	Journalism 2	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
PREL	201	Public Relations Seminar	Modify Existing Course	<input type="checkbox"/>
PREL	350	PR Law and Ethics	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
PREL	360	Reputation Management and Crisis Communication	Create New Course and Add to Program	<input type="checkbox"/>
PREL	491	Public Relations Internship	Modify Existing Course	<input type="checkbox"/>

*Course has a General Education attribute

4. **Are there plans to offer blended or online courses?** Yes
5. **Will External Accreditation be sought?** (For new programs or certificates only) ▼
If yes, name the organization involved with accreditation for this program.
Accrediting Organization name, when applicable
6. **Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).**

To be completed with RAM Consultation

7. **Summary of All Consultations** – RAM will provide a list of units affected and will assist in the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	AS - ELWL - English, Language, & World Literature	Jody Ollenquist	Removing JRNL 222 from 1 checksheets PURE-BS-BU Public Relations		3/11/19
Form C - FLITE	FLITE	David Scott			3/11/19

8. **Summary of Program/Degree Action Affecting Department Checksheets**

RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	BS - Bachelor of Science	Public Relations	PURE-BS-BU
Modification	Minor	Public Relations	PURE-MNR-BU
Modification	Certificate - Undergraduate	Public Relations	PURE-CT-BU

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A

Form current on 02/27/19

Proposal Number: 19-053

Proposal Title: Nuclear Medicine Technology (NM) BS Revision

Type of Curriculum Action ([Click here for Definitions](#)): Program or Degree Update

Proposer's College: HP - College of Health Professions

Proposer's Department: DHMI - Dental Hygiene- Medical Imaging

Proposer: Tim Vander Laan, NMT Program Coordinator

Contact Person's Name: Tim Vander Laan Phone: 616-643-5751

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu

	Received	Initial Review	Proposer Approved Packet	Packet Complete	"Packet Complete" - The proposal packet is done with RAM review and is sent to the college for support.
RAM Review Dates:	1/21/19	1/31/19	3/6/19	3/8/19	
Digital Signature of Representative (Do Not Print and Sign)					ACTION - Vote Count Required
Program Faculty Chair	Timothy B. Vander Laan <small>Digitally signed by Timothy B. Vander Laan Date: 2019.04.02 09:29:35 -04'00'</small>			1 ___ Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
Department Faculty (if applicable) Chair	Theresa Raglin <small>Digitally signed by Theresa Raglin Date: 2019.04.17 17:32:16 -04'00'</small>			10 ___ Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
School Faculty (if applicable) Chair				___ Support ___ Support with Concerns * ___ Not Support* ___ Abstain	
Department/School Administrator Greg Zimmerman	Theresa Raglin <small>Digitally signed by Theresa Raglin Date: 2019.04.02 18:31:57 -04'00'</small>			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain	
College Curriculum Committee Chair	Mary Beaudry <small>Digitally signed by Mary Beaudry Date: 2019.04.04 08:38:36 -04'00'</small>			5 ___ Support ___ Support with Concerns * ___ Not Support* 1 ___ Abstain	
Dean Lincoln Gibbs	Lincoln A. Gibbs <small>Digitally signed by Lincoln A. Gibbs Date: 2019.04.11 09:18:33 -04'00'</small>			<input type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved	
University Curriculum Committee Rusty Leonard	Russell A. Leonard Jr. <small>Digitally signed by Russell A. Leonard Jr. DN: cn=Russell A. Leonard Jr., o=, email=rlaonard@ferris.edu, c=US Date: 2019.04.22 15:50:31 -04'00'</small>			5 ___ Support 0 ___ Support with Concerns * 0 ___ Not Support* 0 ___ Abstain	
Senate Sandra Alspach				<input type="checkbox"/> For Information Only ___ % Support ___ % Not Support* ___ % Abstain	
Academic Affairs Leonard Johnson				<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold	

After Digital Signature, forward to the next reviewer - After College Support, the Dean's office email signed to proposal to FSUCurriculum@ferris.edu for UCC vote.

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale
To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

1. If a PCAF is required, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.
Provide link here, when applicable
2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

The NMT faculty wish to drop BIOL 108 from the curriculum and substitute it with a COHP elective with a desired implementation date of 8/26/19.

BIOL 108 "Medical Microbiology" was added to the program's curriculum in 2014 as a replacement for PHYS 212 which was no longer required. BIOL 108 is not required by the program's accrediting body and has been a stumbling block to many students applying to the program. Many students face scheduling conflicts when trying to register for BIOL 108 along with BIOL 205 and PHYS 130 which are also required prerequisites typically taken during the first year of the program. These challenges have forced some students to wait an extra year before being able to start the professional sequence of the program.

The NMT faculty wish to exchange the 3-credit BIOL 108 course with a 3-credit COHP elective course. The rationale is that there are a number of COHP courses that would be beneficial to NMT students depending on their individual career goals and interests. Health informatics, gerontology, administration and current trends in healthcare are some of the relevant topics that students would be able to choose in the 6 elective courses available to them. All of these courses are offered in the online format which is essential because the students in the professional sequence will be taking courses at the Grand Rapids campus.

These are the 6 COHP electives that students would be allowed to choose from (all are 3 credits):

COHP 300: Health Information Systems

COHP 351: Introduction to Gerontology

COHP 352: Health and Physical Aspects - Aging

COHP 353: Health Care for Older Adults

COHP 354: Policies, Issues & Trends - Aging

COHP 471: Trends in Health Care

3. **Summary of All Course Action Required** - Complete a Form E/F for each course, email fsucurriculum@ferris.edu for more rows.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
BIOL	108	Medical Microbiology	Remove Existing Course from Program (no EF required)	<input type="checkbox"/>
COHP	300	Health Information Systems	Add Existing Course to Program	<input type="checkbox"/>
COHP	351	Introduction to Gerontology	Add Existing Course to Program	<input type="checkbox"/>
COHP	352	Health and Physical Aspects - Aging	Add Existing Course to Program	<input type="checkbox"/>
COHP	353	Health Care for Older Adults	Add Existing Course to Program	<input type="checkbox"/>
COHP	354	Policies, Issues & Trends - Aging	Add Existing Course to Program	<input type="checkbox"/>
COHP	471	Trends in Health Care	Add Existing Course to Program	<input type="checkbox"/>

*Course has a General Education attribute

4. Are there plans to offer blended or online courses? ▼

5. Will External Accreditation be sought? (For new programs or certificates only) ▼

If yes, name the organization involved with accreditation for this program.

Accrediting Organization name, when applicable

6. Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. Summary of All Consultations – RAM will provide a list of units affected and will assist in the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	AS - BIOL - Biology	Mary Beth Zimmer	They are removing BIOL 108 from the NM-BS, Nuclear Medicine Technology, checksheet	No specific checksheet for Biology is impacted	3/6/19

8. Summary of Program/Degree Action Affecting Department Checksheets

RAM will provide CURRENT Checksheet(s) & PROPOSED checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	BS - Bachelor of Science	Nuclear Medicine Technology	NM-BS

CURRICULUM PROPOSAL SUMMARY AND ROUTING FORM

Form A

Form current on 02/27/19

Proposal Number: 19-057

Proposal Title: Advertising/Integrated Marketing Communications (AIMC), BS Closure and Program Revision

Type of Curriculum Action ([Click here for Definitions](#)): Substantial Redirection or Revision

Proposer's College: **BU- College of Business**

Proposer's Department: MKTG - Marketing

Proposer: Susan Jones

Contact Person's Name: Patty Rettinger Phone: **231-591-2426**

Email Original Form A and completed Forms E/F & G (when applicable) to fsucurriculum@ferris.edu

	Received	Initial Review	Proposer Approved Packet	Packet Complete	"Packet Complete" - The proposal packet is done with RAM review and is sent to the college for support.
RAM Review Dates:	1/24/19	2/7/19	3/6/19	3/28/19	
	Digital Signature of Representative (Do Not Print and Sign)				ACTION - Vote Count Required
Program Faculty Susan Jones					20 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Department Faculty (if applicable) Chair					18 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
School Faculty (if applicable) Chair					___ Support ___ Support with Concerns * ___ Not Support* ___ Abstain
Department/School Administrator Jeff Ek					<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns* <input type="checkbox"/> Not Support* <input type="checkbox"/> Abstain
College Curriculum Committee Chair					___ Support 6 Support with Concerns * ___ Not Support* ___ Abstain
Dean David Nicol					<input type="checkbox"/> For Information Only <input checked="" type="checkbox"/> Approve <input type="checkbox"/> Approve with Concerns <input type="checkbox"/> Not Approved
University Curriculum Committee Rusty Leonard					5 Support 0 Support with Concerns * 0 Not Support* 0 Abstain
Senate Sandra Alspach					<input type="checkbox"/> For Information Only ___ % Support ___ % Not Support* ___ % Abstain
Academic Affairs Leonard Johnson					<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Hold

After Digital Signature, forward to the next reviewer – After College Support, the Dean's office email signed to proposal to FSUCurriculum@ferris.edu for UCC vote.

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale

To be completed by Academic Affairs:

Board of Trustees (Date Approved)	Academic Officers of MI (Date Approved)	Date of Implementation

1. If a PCAF is required, the President's Council must approve it *prior* to submitting this proposal to the UCC. Provide a link to the Academic Affairs website of the approved PCAF.
Provide link here, when applicable
2. **Proposal Summary:** Provide a detailed rationale including all curriculum action and desired date of implementation.

The AIMC Faculty and the Marketing Department have spent considerable time reviewing the Advertising/Integrated Marketing Communications BS Program and determined to eliminate the BS program and focus on the Advertising/Integrated Marketing Communications CERT and the Advertising/Integrated Marketing Communications MNR.

MKTG 375 has been taught by AIMC faculty and will no longer be supported.

The following courses will be deleted from the program and removed from the catalog:

AIMC 101 Intro to Advertising/Integrated Marketing Communications
AIMC 301 Advertising/Integrated Marketing Communications Career Seminar
AIMC 312 Layout and Production
AIMC 324 Promotional Writing
AIMC 334 Fundamentals of Media
AIMC 352 Principles of Sales Promotion
AIMC 376 Media Strategy and Tactics
AIMC 397 Special Studies in AIMC
AIMC 486 Advertising/Integrated Marketing Communications Management
AIMC 488 Advertising/Integrated Marketing Communications Campaigns
AIMC 491 Advertising/Integrated Marketing Communications Internship
AIMC 497 Special Studies in AIMC
ECOM 397 Special Studies in ECOM – no longer offered
ECOM 200 World of E-Commerce – no longer offered
MKTG 375 Marketing for Non-Profit Organizations

The following courses will be created for the revised AIMC CERT and AIMC MNR:

AIMC 326 – Creative Techniques (combination of AIMC 312 and AIMC 324)
AIMC 370 - Social Media and Content Marketing
AIMC 378 - Digital, Broadcast and Print Media (combination of AIMC 334 and AIMC 376)

Change Title and pre-req. requirement for MKTG 383 to read:

MKTG 383 Direct and Digital Marketing (MKTG 321 w/C- or higher)

3. Summary of All Course Action Required - Complete a Form E/F for each course. Add more rows if needed.

Prefix	Course Number	Course Title (Existing, or Newly Created Course Title)	Action	General Education Attribute*
AIMC	101	Intro to Advertising/Integrated Marketing Communications	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	301	Advertising/Integrated Communications Career Seminar	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	312	Layout and Production	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	324	Promotional Writing	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	326	Creative Techniques	Create new course and add to program	
AIMC	334	Fundamentals of Media	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	352	Principles of Sales Promotion	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	370	Social Media and Content Marketing	Create new course and add to program	
AIMC	376	Media Strategy and Tactics	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	378	Digital Broadcast and Print Media	Create new course and add to program	
AIMC	397	Special Studies in AIMC	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	491	Advertising Integrated Marketing Internship	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	486	Advertising Integrated Marketing Management	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	488	Advertising Integrated Marketing Campaigns	Delete Course from FSU Catalog	<input type="checkbox"/>
AIMC	497	Special Studies in AIMC	Delete Course from FSU Catalog	<input type="checkbox"/>
ECOM	200	World of E-Commerce	Delete Course from FSU Catalog	<input type="checkbox"/>
ECOM	397	Special Studies in ECOM	Delete Course from FSU Catalog	<input type="checkbox"/>
MKTG	375	Marketing for Non-Profit Organizations	Delete Course from FSU Catalog	
MKTG	383	Direct Marketing	Modify Existing Course	

*Course has or will have a General Education attribute

4. Are there plans to offer blended or online courses? **Yes**

5. Will External Accreditation be sought? (For new programs or certificates only) **No**

If yes, name the organization involved with accreditation for this program.

Accrediting Organization name, when applicable

6. Email Original Form A and completed Forms E/F & G (when applicable) to FSU Curriculum (fsucurriculum@ferris.edu).

To be completed with RAM Consultation

7. **Summary of All Consultations** – RAM will provide a list of units affected and will assist in the completion of consultation form(s) required.

Form	Unit	Contact	Banner Program Title	Banner Program Code	Date Sent
Form B - UG	HP - DHMI - Dental Hygiene, Medical Imaging	Theresa Raglin	Allied Health Sciences MKTG 383 is being modified, it is not on the checksheet but is an option as one of the business electives allowed.	AHS-BS	3/11/19
Form C - FLITE	FLITE	David Scott			3/6/19

8. **Summary of Program/Degree Action Affecting Department Checksheets**

RAM will provide **CURRENT** Checksheet(s) & **PROPOSED** checksheet(s) for each.

Action	Degree Type	Banner Program Title	Banner Program Code
Modification	BS - Bachelor of Science	Advertising/Integrated Mktg Comm (CLOSING)	AIMC-BS
Modification	Certificate - Undergraduate	Advertising/Integrated Mktg Comm	AIMC-CT
Modification	Minor	Advertising/Integrated Mktg Comm	AIMC-MIN
Modification	Certificate - Undergraduate	Digital Marketing	DGMK-CT
Modification	Minor	Digital Marketing	DGMK-MIN
Modification	Certificate - Undergraduate	Direct Marketing	DMKT-CT
Modification	Minor	Integrated Marketing Techniques	IMT-MIN
Modification	Certificate - Undergraduate	Integrated Marketing Communications	INMC-CT
Modification	BS - Bachelor of Science	Marketing (Digital Marketing concentration)	MKT-BS (DGMK-CONC)
Modification	Certificate - Undergraduate	Marketing	MKT-CT
Modification	Certificate - Undergraduate	Professional Digital Marketing	PRDG-CT
Modification	BS - Bachelor of Science	Public Relations (Marketing Promotion concentration)	PURE-BS (MKPR-CONC)

Course									
AIMC 101 delete	AIMC major				MKT major – not allowed				
AIMC 301 delete	AIMC major				MKT major Not allowed				
AIMC 312 delete	AIMC major	AIMC CT	AIMC MIN	IMT MIN					
AIMC 324 delete	AIMC major	AIMC CT	AIMC MIN	IMT MIN		MKPR conc (PURE-BS)			
AIMC 334 delete	AIMC major	AIMC CT	AIMC MIN	IMT MIN					
AIMC 352 delete							INMC CT		
AIMC 376 delete	AIMC major		AIMC MIN one in a long list	IMT MIN					
AIMC 486 delete	AIMC major								
AIMC 488 delete	AIMC major								
ECOM 200 delete								BEMM in hide for AIMC 382 major	
ECOM 397 delete	NONE								
MKTG 375 delete			AIMC MIN	IMT MIN	MKT CT one in a long list				
MKTG 383 delete	DGMK conc (MKT-BS) DGMK CT	AHS major in a long list	DGMK CT choice between this and AIMC 375	DMKT CT	INMC CT	PRDG CT one in a list of 4	AIMC MIN one in a long list	DGMK MIN	IMT MIN

CONSULTATION FORM

Form B

Form current on 12/12/18

Proposal Number: 19-057

Proposal Title: Advertising/Integrated Marketing Communications (AIMC), BS Closure and Program Revision

Proposer: Susan Jones Department: **MKTG - Marketing**

Contact Person's Name: Patty Rettinger Phone: 231-591-2426

Instructions: To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

The following programs/codes (checksheets) have been identified as being affected by the changes in this proposal (Contact FSUCurriculum@ferris.edu for this list):

Allied Health SciencesMKTG 383 is being modified, it is not on the checksheet but is an option as one of the business electives allowed.

AHS-BS

Department: **HP - DHMI - Dental Hygiene, Medical Imaging**

Administrator: Theresa Raglin

Date Received: _____ Date Returned: _____

Signature: _____

Based upon department faculty review on: _____ (Date)

- We: Support the above proposal and authorizes updates to the checksheet(s) listed above.
- Support the above proposal with the modifications and concerns listed below and authorizes updates to the checksheet(s) listed above.
- Do not support the proposal for the reasons listed below and will submit a curriculum proposal to correct the checksheet(s) listed above as a result of these changes, if fully approved.

Comment Regarding the Impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and or/faculty load for your department. Use additional pages, if necessary:

FLITE SERVICES FORM

Form C

Form current on 12/12/18

Proposal Number: 19-057

Proposal Title: Advertising/Integrated Marketing Communications (AIMC), BS Closure and Program Revision

Proposer: Susan Jones

Proposer's Department: **MKTG - Marketing**

Contact Person's Name: Patty Rettinger Phone: 231-591-2426

Projected number of students per year affected by proposed change: _____

Include a copy of the proposal when submitting this form to FLITE.

Sent on _____ for Consultation to the Liaison Librarian: David Scott

1. To be completed by the liaison librarian and approved by the Dean of FLITE.
2. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator.
3. FLITE must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal. **Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

Liaison Librarian Reviewer: _____

Dean of FLITE Signature: _____

Based upon our review on _____ (Date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary:

Student Name: _____

Student ID: _____

University General Education Requirements	<i>Crs</i>	<i>Gr</i>
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Tier 1 Foundation Competencies

Prerequisites shown in parenthesis

COMMUNICATION COMPETENCY – Minimum 12 Credits				
COMM	121	Fundamentals of Public Speaking (None)	3	
ENGL	150	English 1 (ENGL 074 or ACT English 14 or SAT ERW 450 or pre2016 SAT Writing 370 or TOEFL Internet Total Score 61 or MSU-ELT Composite 73 or IELTS Overall 5.5)	3	
ENGL	250	English 2 (ENGL 150 w/C- or higher)	3	
ENGL	325	Advanced Business Writing (ENGL 250 or ENGL 211 w/C or higher)	3	
QUANTITATIVE LITERACY COMPETENCY – Minimum 3 Credits				
CHOOSE ONE	MATH 114	Quantitative Reasoning for Professionals 2 ((MATH 109 or 110 w/C- or higher, or ACT Math 19 or SAT 500) and (ENGL 074 or ENGL ACT 14 or SAT ERW 450)); if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	4	
	MATH 115	Intermediate Algebra ((MATH 109 or 110) w/C- or higher or Math ACT 19 or SAT post-2016) 500 or SAT (pre-2016) 460); if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	3	

Tier 2 Distribution Competencies

NATURAL SCIENCES COMPETENCY – Minimum 6 Credits with one lab course				
			4	
			3	
CULTURE COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher No more than 5 Credits in Cultural Competency Activities				
			3	
			3	
			3	
SELF AND SOCIETY COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher				
ECON	221	Principles of Macroeconomics (MATH 109 or 110 w/ C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or Math ACT 19 or SAT (post-2016) 580 or SAT (pre-2016) 460)	3	
ECON	222	Principles of Microeconomics (ECON 221)	3	
PSYC	150	Introduction to Psychology (None)	3	
DIVERSITY – Competency met by 2 courses designated as Global and U.S. Diversity is satisfied by: These courses can be met through the Culture and Self and Society Competency requirements.				

Tier 3 Application Competencies

COLLABORATION COMPETENCY – Competency met by 2 courses contained in the Major or Business Core	
AIMC 300 Principles of Advertising/IMC and AIMC 488 Advertising/IMC Campaigns	
PROBLEM SOLVING COMPETENCY – Competency met by 2 courses contained in the Major or Business Core	
AIMC 486 Advertising/IMC Management and AIMC 488 Advertising/IMC Campaigns	

ADDITIONAL GENERAL EDUCATION REQUIREMENT		
		3
		3
		2
Advertising/Integrated Marketing Communication degree students must complete 48 General Education credits to meet College of Business and University Requirements.		

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS – 124 Credits

Bachelor of Science (BS)

CURRENT CHECKSHEET

College of Business

Freshman Seminar Requirement, FSUS 100, is satisfied by:

Business Core Requirements – 30 Credits Required (these courses ARE used in the core 2.0 GPA requirement)			Crs.	
ACCT	201	Principles of Financial Accounting (MATH 109 or 110 w/C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 126, 130, 132, or 135 or MATH ACT 19 or SAT 460 (pre-2016) or SAT 500 (post-2016))	3	
ACCT	202	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135, w/C- or higher or Math ACT 24 or SAT (post-2016) 580 or SAT (pre-2016) 560)	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135 w/C- or higher or Math ACT 24 or SAT (post-2016) 580 or SAT (pre-2016) 560)	3	
MGMT	301	Applied Management (None)	3	
BLAW	321	Contracts and Sales (None)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher and Sophomore Status)	3	
ISYS	321	Business Information Systems (ACCT 202 and MKTG 321 and MGMT 301)	3	
FINC	322	Financial Management 1 (ACCT 202 and (MATH 114, 115, 116 or 117, or Math ACT 24 or SAT (post-2016) 580 or SAT (pre-2016) 560))	3	
MGMT	370	Quality-Operations Management (STQM 260 and Sophomore Status or Instructor Permission)	3	
BUSN	499	Integrating Experience (FINC 322 and MGMT 370 and MKTG 321 and Senior Status)	3	

Major Requirements – 46 Credits Required (these courses ARE used to calculate the major 2.0 GPA requirement)			Crs.	
AIMC	101	Intro to Advertising/IMC (AIMC Major)	2	
DSGN	224	Web Design and Planning (None)	3	
MKTG	231	Professional Selling (COMM 121 or COMH 121 recommended, not required)	3	
AIMC	300	Principles of Advertising/IMC (Sophomore Status and ENGL 150 w/ C- or higher)	3	
AIMC	301	Advertising/IMC Career Seminar (AIMC Major and AIMC 101 w/ C or higher)	1	
AIMC	312	Layout and Production (AIMC 300 with C- or higher)	3	
MKTG	322	Consumer Behavior (MKTG 321 w/ C- or higher and PSYC 150)	3	
AIMC	324	Promotional Writing (AIMC 300 w/ C- or higher and ENGL 250 w/ C or higher)	3	
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or higher and (MATH 114 or MATH 115 w/ C- or higher or Math ACT 24 or SAT (post-2016) 580 or SAT (pre-2016) 560))	3	
AIMC	376	Media Strategy and Tactics (AIMC 334 w/ C- or higher)	3	
AIMC	383	Business to Consumer Digital Marketing (MKTG 321 w/ C- or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both w/ C- or higher)	3	
AIMC	486	Advertising/IMC Management (AIMC Major and AIMC 324 and 376 w/ C- or higher)	3	
AIMC	488	Advertising/IMC Campaigns (AIMC 312, 324, and 376 w/ C- or higher)	3	
AIMC	491	AIMC Internship (Advisor Approval)	1	
		Industry Specific Elective with Advisor Approval	3	
		Industry Specific Elective with Advisor Approval	3	

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS – 124 Credits

Bachelor of Science (BS)

CURRENT CHECKSHEET

College of Business

Semester-By-Semester Layout of Classes

FIRST YEAR

Fall Semester

Class	Credits
ENGL 150	3
MATH 114/115	3/4
Natural Sciences w/ Lab	4
Culture Competency	3
FSUS 100	1
Total Credits	14/15

Spring Semester

Class	Credits
COMM 121	3
PSYC 150	3
STQM 260	3
AIMC 101	2
Natural Sciences	3/4
Total Credits	14/15

Summer Semester

Class	Credits
Total Credits	

SECOND YEAR

Fall Semester

Class	Credits
ACCT 201	3
MKTG 321	3
ECON 221	3
ENGL 250	3
Culture Competency	3
Total Credits	15

Spring Semester

Class	Credits
ACCT 202	3
AIMC 300	3
ECON 222	3
MKTG 231	3
DSGN 224	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

THIRD YEAR

Fall Semester

Class	Credits
AIMC 312	3
AIMC 334	3
MKTG 322	3
MGMT 301	3
FINC 322	3
Total Credits	15

Spring Semester

Class	Credits
AIMC 301	1
AIMC 376	3
AIMC 324	3
AIMC 383	3
MGMT 370	3
MKTG 425	3
Total Credits	16

Summer Semester

Class	Credits
AIMC 491	1
General Education Elective	3
General Education Elective	2
Total Credits	6

FOURTH YEAR

Fall Semester

Class	Credits
AIMC 486	3
AIMC 488	3
ENGL 325	3
General Education Elective	3
Industry Specific Elective	3
Total Credits	15

Spring Semester

Class	Credits
BUSN 499	3
BLAW 321	3
ISYS 321	3
Culture Competency 200 Level	3
Industry Specific Elective	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS – 124 Credits

Bachelor of Science (BS)

CURRENT CHECKSHEET

College of Business

DEGREE OUTCOMES

1. Select, develop, recommend, and execute integrated marketing communications strategies (e.g. advertising, sales promotion, public relations and publicity, personal selling, e-commerce, direct marketing) to meet national and international organizational goals.
2. Conduct primary and secondary research and apply intelligence to the integrated marketing communications process to arrive at consumer insight
3. Innovate effective integrated marketing communications via the blending of the creative work of copywriters, graphic designers, as well as marketing, media, and production specialists
4. Formulate advertising, media, and integrated marketing communications budgets, including media plans with appropriate traditional, digital, and emerging media forms into strategies and tactics for national and international clients.
5. Utilize the synergies arising from the dynamic relationships among agencies, clients, vendors, media, and regulatory agencies - while adhering to professional, ethical, and social responsibilities.

ADMISSION REQUIREMENTS

New Students SAT Scores

- 2.0 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

- 2.0 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.

ADDITIONAL GRADUATION REQUIREMENTS

Students must:

1. maintain a 2.00 cumulative GPA in all FSU courses
2. have 40 credits at the 300/400 level
3. have 30 credits of Ferris classes (FSU Residency requirement)
4. have a minimum 120 total credits to earn a bachelor degree
5. maintain a 2.00 cumulative GPA in the business core and the major
6. To meet the College of Business ACBSP accreditation requirements, students must earn 40% of their total credits in General Education Classes. The University requires all BS Degrees be a minimum 120 credits. When meeting the 40% requirement, programs can use 6 credits from the Business Core in the calculation. To meet the ACBSP 40% General Education requirement, a 120-credit program would consist of 42 general education credits, 30 business core credits and 48 credits in the major.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.



FERRIS STATE UNIVERSITY

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS (AIMC)

2019-9999

– 124 CREDITS

Bachelor of Science (BS)

College of Business

This major/program is no longer available. It closed with proposal 19-057. The last semester this Major was available is 201905 (Summer 2019). For questions, please contact the College of Business Dean's Office.

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/C- or higher and Sophomore Status)	3	
AIMC	312	Layout and Production – (AIMC 300 w/C- or higher)	3	
AIMC	324	Promotional Writing – (AIMC 300 and ENGL 250 w/ C or higher)	3	
AIMC	334	Fundamentals of Media – (AIMC 300 w/C- or higher and (MATH 114 or MATH 115 w/C- or higher or ACT 24 or SAT 580))	3	

CERTIFICATE OUTCOME

Communication - Graduates will be able to create communication to influence customers.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor **Paul Jackson, (231) 591-2820, BUS 350** or **Susan Jones, (231) 591-2468, BUS 356**.

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

ADVERTISING / INTEGRATED MARKETING COMMUNICATIONS - 12 Credits

Certificate

CURRENT CHECKSHEET

College of Business

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS (AIMC)

2018-2019

– 12 CREDITS

PROPOSED CHECKSHEET

Certificate

College of Business

	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	300	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3	
AIMC	312	Layout and Production (AIMC 300 with C- or higher)	3	
AIMC	324	Promotional Writing (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3	
AIMC	326	Creative Techniques (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3	
AIMC	334	Fundamentals of Media (AIMC 300 with C- or higher and (MATH 114 or 115 with C- or higher or Math ACT 24 or (Pre 2016) Math SAT 560 or (Post 2016) Math SAT 580))	3	
AIMC	370	Social Media and Content Marketing (MKTG 321 with C- or higher)	3	
AIMC	378	Digital, Broadcast, and Print Media (AIMC 300 with C- or higher and Junior Status)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOME

- Communication - Graduates will be able to create communication to influence customers.

GRADUATION REQUIREMENTS

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

1. Maintain a 2.00 or higher cumulative GPA.
2. Earn 50% of the certificate credits from FSU (Residency).
3. Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
4. A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

COLLEGE: College of Business

PHONE: 231-591-2426

DEPARTMENT/SCHOOL: MKTG/College of Business

EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or higher and Sophomore Status)	3	
AIMC	312	Layout and Production (AIMC 300 w/ C- or higher)	3	
AIMC	324	Promotional Writing (AIMC 300 w/ C- or higher and ENGL 250 w/ C or higher)	3	
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or higher and (MATH 114 or MATH 115 w/ C- or higher or Math ACT 24 and SAT 580 (post-2016) or SAT 560 (pre-2016))	3	

ELECTIVES – 6 Credits Required				
CHOOSE TWO	DSGN 100	Design Foundations (None)	3	
	DSGN 224	Web Design and Planning (None)	3	
	MKTG 231	Professional Selling (COMM 121 or COMH 121 recommended, not required)	3	
	PREL 240	Public Relations Principles (ENGL 150)	3	
	STQM 270	Introduction to Data Mining ((STQM 260 or COHP 350 or MATH 251 or MFGE 341 or PSYC 210 or SOCY 371) w/C- or higher)	3	
	PREL 341	Public Relations Tactics (ENGL 150 and ENGL 250 and PREL 240 all w/ B or higher)	4	
	MKTG 375	Marketing for Non-Profit Organizations (MKTG 321 w/ C- or higher)	3	
	AIMC 375	Bus-to-Bus Advertising/IMC (AIMC 300 w/ C- or higher)	3	
	AIMC 376	Media Strategy and Tactics (AIMC 334 w/ C- or higher)	3	
	AIMC 382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or higher)	3	
	AIMC 383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or higher)	3	
	MKTG 383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	
	MKTG 410	Industrial Marketing (MKTG 321 w/ C- or higher)	3	
	MKTG 434	Advanced Selling (MKTG 231 and MKTG 321 both w/ C- or higher and Senior Status) OFFERED SPRING ONLY	3	
	MKTG 475	Product Marketing (MKTG 321 w/ C- higher)	3	

DECLARATION OF MINOR

In addition to their major the student must declare the minor with the advisor Paul Jackson, (231) 591-2820, BUS 350 or Susan Jones, (231) 591-2468, BUS 356.

STUDENT Signature

Date

MINOR ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADVERTISING/INTEGRATED MARKETING AND COMMUNICATIONS – 18 Credits

Minor

CURRENT CHECKSHEET

College of Business

ADMISSION REQUIREMENTS

Any person who is admitted to a Ferris State University Bachelor's degree program is welcome to obtain this minor.

ADDITIONAL GRADUATION REQUIREMENTS

1. At least one-half of the credits must be Ferris State University credits.
2. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major.
3. A minimum of fifty percent (50%) of the courses in the minor must be at the 200 or above level.
4. A 2.00 GPA is required for completion of the Minor.
5. **A term prior to completion of the Minor**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the Minor.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS (AIMC) – 18 CREDITS

2019-2020

PROPOSED CHECKSHEET

Minor

College of Business

Student Name	Student ID

ALL MINOR REQUIREMENTS 18 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

MINOR COURSES – 12 CREDITS REQUIRED

Course	Credits	Description	Prerequisites	Credits
AIMC 300	3	Principles of Advertising/IMC	(ENGL 150 with C- or higher and Sophomore Status)	3
AIMC 312	3	Layout and Production	(AIMC 300 with C- or higher)	3
AIMC 324	3	Promotional Writing	(AIMC 300 with C- or higher and ENGL 250 with C or higher)	3
AIMC 326	3	Creative Techniques	(AIMC 300 with C- or higher and ENGL 250 with C or higher)	3
AIMC 334	3	Fundamentals of Media	(AIMC 300 with C- or higher and (MATH 114 or 115 with C- or higher or Math ACT 24 and (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580)	3
AIMC 370	3	Social Media and Content Marketing	(MKTG 321 with C- or higher)	3
AIMC 378	3	Digital, Broadcast, and Print Media	(AIMC 300 with C- or higher and Junior Status)	3

ELECTIVES – 6 CREDITS REQUIRED

Course	Credits	Description	Prerequisites	Credits
CHOOSE 2 OF 13	AIMC 375	Business-to-Business Advertising/IMC	(AIMC 300 with C- or higher)	3
	AIMC 376	Media Strategy and Tactics	(AIMC 334 with C- or higher)	3
	AIMC 382	Business-to-Business Digital Marketing	(MKTG 321 with C- or higher)	3
	AIMC 383	Business-to-Consumer Digital Marketing	(MKTG 321 with C- or higher)	3
	DSGN 100	Design Foundations	(None)	3
	DSGN 224	Web Design and Planning	(None)	3
	MKTG 231	Professional Selling	(COMM 121 or COMH 121 Recommended, Not Required)	3
	MKTG 375	Marketing for Non-Profit Organizations	(MKTG 321 with C- or higher)	3
	MKTG 383	Direct and Digital Marketing	(MKTG 321 with C- or higher)	3
	MKTG 410	Industrial Marketing	(MKTG 321 with C- or higher)	3
	MKTG 434	Advanced Selling	(MKTG 231 and 321 with C- or higher and Senior Status) (Offered Spring Only)	3
	MKTG 475	Product Marketing	(MKTG 321 with C- higher)	3
	PREL 240	Public Relations Principles	(ENGL 150)	3
	PREL 341	Public Relations Tactics	(ENGL 150, 250, and PREL 240 all with B or higher)	3
STQM 270	Introduction to Data Mining	(COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 with C- or higher)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

New Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

Transfer Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

GRADUATION REQUIREMENTS

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

1. Maintain a 2.00 or higher cumulative FSU GPA.
2. Earn 50% of the minor credits from FSU (Residency).
3. Earn a maximum of 1/3 credits, but no more than 7 credits, that overlap with their major.
4. Earn 50% of the credits at the 200 level or higher.
5. A term prior to completion of the minor, log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the minor.

CONTACT INFORMATION

COLLEGE: College of Business

PHONE: 231-591-2426

DEPARTMENT/SCHOOL: MKTG/College of Business

EMAIL: mktg@ferris.edu

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DECLARATION OF MINOR

Role	Signature	Date
Student		
Minor Advisor		
Department Head/Chair		

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher) (Sophomore status)	3	
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or higher)	3	
CHOOSE ONE	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or higher)	3	
	MKTG 383	Direct Marketing (AIMC 300 and MKTG 321 w/ C- or higher)		

CERTIFICATE OUTCOMES

1. Demonstrate how digital marketers can best acquire, develop and retain customers.
2. Apply in class learning in final campaign projects with consumer and business-to-business marketer clients.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor **Professor Susan Jones, (231) 591-2468, BUS 356**

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

DIGITAL MARKETING (DGMK) – 12 CREDITS

PROPOSED CHECKSHEET

2019-2020

Certificate

College of Business

Student Name	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

AIMC	382	Business-to-Business Digital Marketing (MKTG 321 with C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 with C- or higher)	3	
MKTG	321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
CHOOSE 1 OF 2	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 with C- or higher)	3	
	MKTG 383	Direct and Digital Marketing (MKTG 321 with C- or higher)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOMES

- Demonstrate how digital marketers can best acquire, develop and retain customers.
- Apply in class learning in final campaign projects with consumer and business-to-business marketer clients.

GRADUATION REQUIREMENTS

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

- Maintain a 2.00 or higher cumulative GPA.
- Earn 50% of the certificate credits from FSU (Residency).
- Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
- A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

COLLEGE: College of Business
DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		

PROPOSED CHECKSHEET

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

DSGN	224	Web Design and Planning	3	
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or higher) (Sophomore status)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher) (Sophomore status)	3	
AIMC	382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or higher)	3	
AIMC	383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or higher)	3	
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	

DECLARATION OF MINOR

In addition to their major the student must declare the minor with the advisor **Linda Butler (231) 591-2460, BUS 339**

STUDENT Signature

Date

MINOR ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

Any person who is admitted to a Ferris State University Bachelor's degree program is welcome to obtain this minor.

ADDITIONAL GRADUATION REQUIREMENTS

1. At least one-half of the credits must be Ferris State University credits.
2. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major.
3. A minimum of fifty percent (50%) of the courses in the minor must be at the 200 or above level.
4. A 2.00 GPA is required for completion of the Minor.
5. **A term prior to completion of the Minor**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the Minor.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

DIGITAL MARKETING (DGMK) – 18 CREDITS

PROPOSED CHECKSHEET

2019-2020

Minor

College of Business

Student Name	Student ID

ALL MINOR REQUIREMENTS 18 CREDITS REQUIRED (Prerequisites are shown in parentheses)

MINOR COURSES – 18 CREDITS REQUIRED

Course	Credits	Description	Credits
DSGN 224	3	Web Design and Planning (None)	3
AIMC 300	3	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3
MKTG 321	3	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3
AIMC 382	3	Business-to-Business Digital Marketing (MKTG 321 with C- or higher)	3
AIMC 383	3	Business-to-Consumer Digital Marketing (MKTG 321 with C- or higher)	3
MKTG 383	3	Direct and Digital Marketing (MKTG 321 with C- or higher)	3

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

New Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

Transfer Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

GRADUATION REQUIREMENTS

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

- Maintain a 2.00 or higher cumulative FSU GPA.
- Earn 50% of the minor credits from FSU (Residency).
- Earn a maximum of 1/3 credits, but no more than 7 credits, that overlap with their major.
- Earn 50% of the credits at the 200 level or higher.
- A term prior to completion of the minor, log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the minor.

CONTACT INFORMATION

COLLEGE: College of Business
DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
EMAIL: mktg@ferris.edu

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DECLARATION OF MINOR

Role	Signature	Date
Student		
Minor Advisor		
Department Head/Chair		

PROPOSED CHECKSHEET

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/C- or higher) (Sophomore status)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/C- or higher) (Sophomore status)	3	
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	
CHOOSE ONE	STQM 270	Intro to Data Mining ((STQM 260, COHP 350, MATH 251, MFGE 341, PSYC 210, or SOCY 371) w/C- or higher)	3	
	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or higher)		

CERTIFICATE OUTCOMES

1. Demonstrate integration of online and offline selling/promotional methods.
2. Apply direct marketing theory to specific cases.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor **Professor Susan Jones, (231) 591-2468, BUS 356**

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

DIRECT MARKETING CERTIFICATE – 14 Credits

Certificate

CURRENT CHECKSHEET

College of Business

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

DIRECT MARKETING (DMKT) – 12 CREDITS

PROPOSED CHECKSHEET

2019-2020

Certificate

College of Business

Student Name	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

Course	Credits	Prerequisites	Credits
AIMC 300	3	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3
MKTG 321	3	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3
MKTG 383	3	Direct and Digital Marketing (MKTG 321 with C- or higher)	3
CHOOSE 1 OF 2	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 with C- or higher)	3
	STQM 270	Introduction to Data Mining (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 with C- or higher)	3

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOMES

- Demonstrate integration of online and offline selling/promotional methods.
- Apply direct marketing theory to specific cases.

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

- Maintain a 2.00 or higher cumulative GPA.
- Earn 50% of the certificate credits from FSU (Residency).
- Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
- A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

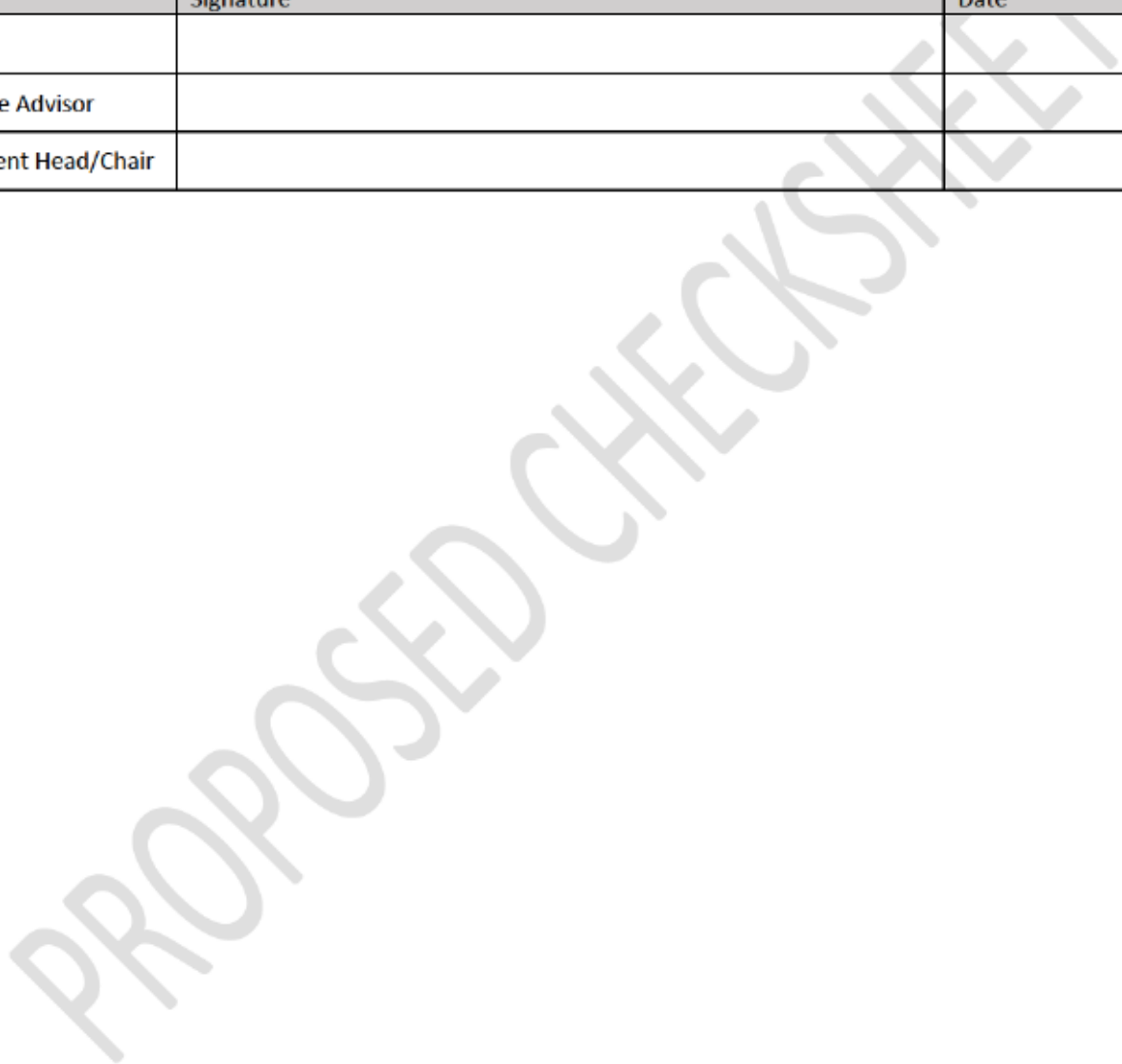
COLLEGE: College of Business
DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		



Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
MKTG	231	Professional Selling (COMM 121 or COMH 121 recommended, not required)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or higher and Sophomore Status)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher and sophomore status)	3	
ELECTIVES – 6 Credits Required				
CHOOSE ONE EMPHASIS:				
Advertising/IMC Media Emphasis				
AIMC	334	Fundamentals of Media(AIMC 300 w/ C- or higher and (MATH 114 or MATH 115 w/ C- or higher or Math ACT 24 and SAT 580 (post-2016) or SAT 560 (pre-2016))	3	
AIMC	376	Media Strategies and Tactics (AIMC 334 w/ C- or higher)	3	
Analytical Marketing Emphasis				
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260 both w/ C- or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both w/ C- or higher)	3	
Business Marketing Emphasis				
AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or higher)	3	
MKTG	410	Industrial Marketing (MKTG 321 w/ C- or higher)	3	
Communication Emphasis				
COMM	333	Theories of Persuasion (COMM 121 w/C or higher)	3	
COMM	385	Broadcast Writing ((COMM 105 or COMH 121 or COMM 121 or COMM 200 or COMM 201) and ENGL 150 all w/C or higher)	3	
Creative Advertising/IMC Emphasis				
AIMC	312	Layout and Production (AIMC 300 w/ C- or higher)	3	
AIMC	324	Promotional Writing (AIMC 300 w/ C- or higher ENGL 250 w/ C or higher)	3	
Direct Marketing Emphasis				
STQM	270	Introduction to Data Mining ((STQM 260 or COHP 350 or MATH 251 or MFGE 341 or PSYC 210 or SOCY 371) w/C- or higher)	3	
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	
Digital Marketing Emphasis				
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or higher)	3	
Graphic Design Emphasis				
DSGN	100	Design Foundations (None)	3	
DSGN	224	Web Design and Planning (None)	3	
Marketing Sales Emphasis				
MKTG	322	Consumer Behavior (MKTG 321 w/ C- or higher and PSYC 150)	3	
MKTG	434	Advanced Selling (MKTG 231 and MKTG 321 both w/ C- or higher and Senior Status) OFFERED SPRING ONLY	3	
Product and Non-Profit Marketing Emphasis				
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321 w/ C- or higher)	3	
MKTG	475	Product Marketing (MKTG 321 w/ C- higher)	3	

Minor

Public Relations Emphasis				
PREL	341	Public Relations Tactics (ENGL 150 and ENGL 250 and PREL 240 all w/ B or higher)	4	
PREL	350	Public Relations Ethics/Law (PREL 240)	3	
Retailing Emphasis				
RETG	337	Principles of Retailing (MKTG 321 w/ C- or higher)	3	
RETG	339	Retail Merchandising (RETG 337 w/ C- or higher and (MATH 114/115 with C- or higher or Math ACT 24 or Math SAT 580 (post-2016) or SAT 560 (pre-2016))	3	
Statistics Emphasis				
STQM	260	Intro to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135, w/C- or higher or MATH ACT 24 or SAT 560 (pre-2016) or SAT 580(post-2016))	3	
STQM	322	Inferential Statistics (STQM 260 w/ C- or higher)	3	
Other: Advisor Approval				
			3	
			3	

DECLARATION OF MINOR

In addition to their major the student must declare the minor with the advisor Linda Butler (231) 591-2460, BUS 339.

STUDENT Signature

Date

MINOR ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

Any person who is admitted to a Ferris State University Bachelor’s degree program is welcome to obtain this minor.

ADDITIONAL GRADUATION REQUIREMENTS

1. At least one-half of the credits must be Ferris State University credits.
2. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student’s major.
3. A minimum of fifty percent (50%) of the courses in the minor must be at the 200 or above level.
4. A 2.00 GPA is required for completion of the Minor.
5. **A term prior to completion of the Minor**, the student will log into MyFSU, and complete the “Apply for Graduation”. You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the Minor.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

INTEGRATED MARKETING TECHNIQUES (IMT) – 18 CREDITS
2019-2020

Minor

PROPOSED CHECKSHEET

College of Business

Student Name	Student ID

ALL MINOR REQUIREMENTS 18 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

MINOR COURSES – 12 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	300	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3	
MKTG	231	Professional Selling (COMM 121 or COMH 121 Recommended, Not Required)	3	
MKTG	321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	

ELECTIVES 6 CREDITS REQUIRED (CHOOSE ONE EMPHASIS)

(Prerequisites are shown in parentheses)

ADVERTISING/IMC MEDIA EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	334	Fundamentals of Media (AIMC 300 with C- or higher and (MATH 114 or 115 with C- or higher or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3	
AIMC	376	Media Strategy and Tactics (AIMC 334 with C- or higher)	3	
AIMC	370	Social Media and Content Marketing (MKTG 321 with C- or higher)	3	
AIMC	378	Digital, Broadcast, and Print Media (AIMC 300 with C- or higher and Junior Status)	3	

ANALYTICAL MARKETING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260 both with C- or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both with C- or higher)	3	

BUSINESS MARKETING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 with C- or higher)	3	
MKTG	410	Industrial Marketing (MKTG 321 with C- or higher)	3	

COMMUNICATION EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
COMM	333	Theories of Persuasion (COMM 121 with C or higher)	3	
COMM	385	Broadcast Writing ((COMM 105, 121, 200, 201, or COMH 121 with C or higher) and ENGL 150 with C or higher)	3	

CREATIVE ADVERTISING/IMC EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	312	Layout and Production (AIMC 300 with C- or higher)	3	
AIMC	324	Promotional Writing (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3	
DSGN	224	Web Design and Planning (None)	3	
AIMC	326	Creative Techniques (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3	

INTEGRATED MARKETING TECHNIQUES (IMT) – 18 CREDITS

Minor

PROPOSED CHECKSHEET

2019-2020
College of Business

DIRECT MARKETING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
STQM	270	Introduction to Data Mining (STQM 260, COHP 350, MATH 251, MFGE 341, PSYC 210, or SOCY 371 with C- or higher)	3	
MKTG	383	Direct and Digital Marketing (MKTG 321 with C- or higher)	3	

DIGITAL MARKETING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 with C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 with C- or higher)	3	

GRAPHIC DESIGN EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
DSGN	100	Design Foundations (None)	3	
DSGN	224	Web Design and Planning (None)	3	

MARKETING SALES EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
MKTG	322	Consumer Behavior (MKTG 321 with C- or higher and PSYC 150)	3	
MKTG	434	Advanced Selling (MKTG 231 and MKTG 321 with C- or higher and Senior Status) (Offered Spring Only)	3	

PRODUCT AND NON-PROFIT MARKETING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321 with C- or higher)	3	
MKTG	475	Product Marketing (MKTG 321 with C- or higher)	3	

PUBLIC RELATIONS EMPHASIS – 7 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
PREL	341	Public Relations Tactics (ENGL 150, 250, and PREL 240 all with B or higher)	4	
PREL	350	Public Relations Ethics/Law (PREL 240)	3	

RETAILING EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
RETG	337	Principles of Retailing (MKTG 321 with C- or higher)	3	
RETG	339	Retail Merchandising (RETG 337 with C- or higher and (MATH 114 or 115 with C- or higher or Math ACT 24 or (Post-2016) Math SAT 560)	3	

STATISTICS EMPHASIS – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135 with C- or higher or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580)	3	
STQM	322	Inferential Statistics (STQM 260 with C- or higher)	3	

OTHER EMPHASIS (ADVISOR APPROVAL) – 6 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

New Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

Transfer Students

- Student must be admitted to the university and pursuing a baccalaureate degree.

GRADUATION REQUIREMENTS

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

1. Maintain a 2.00 or higher cumulative FSU GPA.
2. Earn 50% of the minor credits from FSU (Residency).
3. Earn a maximum of 1/3 credits, but no more than 7 credits, that overlap with their major.
4. Earn 50% of the credits at the 200 level or higher.
5. A term prior to completion of the minor, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done the Graduation Secretary will notify the Registrar who will note the completion of the minor.

CONTACT INFORMATION

COLLEGE: College of Business

DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426

EMAIL: mktg@ferris.edu

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DECLARATION OF MINOR

Role	Signature	Date
Student		
Minor Advisor		
Department Head/Chair		

INTEGRATED MARKETING COMMUNICATIONS (INMC) – 12 CREDITS

2018-2019

Certificate

PROPOSED CHECKSHEET

College of Business

Student Name	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	300	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3	
AIMC	352	Principles of Sales Promotion (Sophomore Status)	3	
MKTG	383	Direct and Digital Marketing (MKTG 321 with C- or higher)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOMES

- Demonstrate an understanding of the essentials of an integrated marketing communication plan.
- Demonstrate a basic understanding of the elements of print and broadcast advertising, sales promotion, direct marketing, and public relations.
- Explain the relationship between promotion and the other facets of marketing – consistent with legal, ethical and cultural norms.
- Demonstrate an understanding of basic marketing principles, including the marketing concept, market segmentation, positioning, and the marketing mix.
- Provide examples that show understanding of media strategy appropriate to target market/target audience identification.

PROPOSED CHECKSHEET

GRADUATION REQUIREMENTS

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

1. Maintain a 2.00 or higher cumulative GPA.
2. Earn 50% of the certificate credits from FSU (Residency).
3. Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
4. A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

COLLEGE: College of Business
 DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
 EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
PREL	240	Public Relations Principles (ENGL 150)	3	
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/C- or higher and Sophomore Status)	3	
AIMC	352	Principles of Sales Promotion (Sophomore Status)	3	
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321 both w/C- or higher)	3	

CERTIFICATE OUTCOMES

1. Demonstrate an understanding of the essentials of an integrated marketing communication plan.
2. Demonstrate a basic understanding of the elements of print and broadcast advertising, sales promotion, direct marketing, and public relations.
3. Explain the relationship between promotion and the other facets of marketing – consistent with legal, ethical and cultural norms.
4. Demonstrate an understanding of basic marketing principles, including the marketing concept, market segmentation, positioning, and the marketing mix.
5. Provide examples that show understanding of media strategy appropriate to target market/target audience identification.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor Linda Butler (231) 591-2460, BUS 339.

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

INTEGRATED MARKETING COMMUNICATIONS – 12 Credits

Certificate

CURRENT CHECKSHEET

College of Business

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

Student Name: _____

Student ID: _____

University General Education Requirements	<i>Crs</i>	<i>Gr</i>
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Tier 1 Foundation Competencies
Prerequisites shown in parenthesis
COMMUNICATION COMPETENCY – Minimum 12 Credits

COMM	121	Fundamentals of Public Speaking (None)	3	
ENGL	150	English 1 (ENGL 074 or ACT English 14 or SAT ERW 450 or pre2016 SAT Writing 370 or TOEFL Internet Total Score 61 or MSUFLT Composite 73 or IELTS Overall 5.5)	3	
CHOOSE ONE:	ENGL 211	Industrial and Career Writing (ENGL 150 w/C- or higher)	3	
	ENGL 250	English 2 (ENGL 150 w/C- or higher)		
ENGL	325	Advanced Business Writing (ENGL 250 or ENGL 211 w/C or higher)	3	

QUANTITATIVE LITERACY COMPETENCY – Minimum 3 Credits

CHOOSE ONE	MATH 114	Quantitative Reasoning for Professionals 2 (MATH 109 or 110 w/C- or higher or MATH ACT 19 or SAT 500 and ENGL 074 or ENGL ACT 14 or SAT ERW 450); if MATH ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	4	
	MATH 115	Intermediate Algebra (MATH 109 or 110 w/C- or higher or MATH ACT 19 or SAT 500); if MATH ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	3	

Tier 2 Distribution Competencies
NATURAL SCIENCES COMPETENCY – Minimum 6 Credits with one lab course

			4	
			3	

**CULTURE COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher
No more than 5 Credits in Cultural Competency Activities**

			3	
			3	
			3	

SELF AND SOCIETY COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher

ECON	221	Principles of Macroeconomics (MATH 109 or 110 w/ C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or MATH ACT 19 or SAT 580)	3	
ECON	222	Principles of Microeconomics (ECON 221)	3	
PSYC	150	Introduction to Psychology (None)	3	

DIVERSITY – Competency met by 2 courses designated as Global and U.S. Diversity is satisfied by:
These courses can be met through the Culture and Self and Society Competency requirements.

Tier 3 Application Competencies
COLLABORATION COMPETENCY – Competency met by 2 courses contained in the Major or Business Core

MKTG 321 Principles of Marketing and MKTG 441 International Marketing and MKTG 476 Marketing Strategy

PROBLEM SOLVING COMPETENCY – Competency met by 2 courses contained in the Major or Business Core

MKTG 321 Principles of Marketing and MKTG 441 International Marketing and MKTG 476 Marketing Strategy

ADDITIONAL GENERAL EDUCATION REQUIREMENT

SALES majors, take COMM 251 or 332 or equivalent (COMM 121)			3	
			3	
			2	

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

MARKETING – 120 Credits

CURRENT CHECKSHEET

Bachelor of Science (BS)

College of Business

Freshman Seminar Requirement, FSUS 100, is satisfied by:

Business Core Requirements – 30 Credits Required (these courses ARE used in the core 2.0 GPA requirement)			Crs.	
ACCT	201	Principles of Financial Accounting (MATH 109 or 110 w/C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 126, 130, 132, or 135 or MATH ACT 19 or SAT 500)	3	
ACCT	202	Principles of Managerial Accounting (ACCT 201 w/C- or higher and MATH 114, 115, 116, or 117, or MATH ACT 24 or SAT 580)	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135, w/C- or higher or MATH ACT 24 or SAT 580)	3	
MGMT	301	Applied Management (None)	3	
BLAW	321	Contracts and Sales (None)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher and Sophomore Status)	3	
ISYS	321	Business Information Systems (ACCT 202 and MKTG 321 and MGMT 301)	3	
FINC	322	Financial Management 1 (ACCT 202 and MATH 114, 115, 116, or 117, or MATH ACT 24 or SAT 580)	3	
MGMT	370	Quality-Operations Management (STQM 260 and Sophomore Status or Instructor Permit)	3	
BUSN	499	Integrating Experience (FINC 322 and MGMT 370 and MKTG 321 and Senior Status)	3	

Major Requirements – 30 Credits Required (these courses ARE used to calculate the major 2.0 GPA requirement)			Crs.	Gr.
MKTG	231	Professional Selling (COMM 121 or COMH 121 recommended, not required)	3	
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or higher and Sophomore Status)	3	
MKTG	322	Consumer Behavior (MKTG 321 w/ C- or higher and PSYC 150)	3	
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260 both w/ C- or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both w/ C- or higher)	3	
MKTG	441	International Marketing (MKTG 321 w/ C- or higher and Senior status)	3	
MKTG	472	Supply Chain Management (MKTG 321 w/ C- higher and MGMT 370)	3	
MKTG	476	Marketing Strategy (MKTG 322 w/ C- or higher and ECON 221 and Senior Status)	3	
MKTG	491	Marketing Internship (None)	3	
CHOOSE ONE:		Marketing Elective	3	
	MGMT 310	Small Business Management (None)		

Choose One Concentration From The Following: <i>(Requires Advisor Approval) Must be 12 Credits or More</i>				
DIGITAL MARKETING CONCENTRATION				
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or higher)	3	
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	
CHOOSE ONE:	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or higher)	3	
	DSGN 224	Web Design & Planning (None)	3	
INDUSTRY SPECIFIC CONCENTRATION				
		Industry Specific Elective – Advisor Approval	3	
		Industry Specific Elective – Advisor Approval	3	
		Industry Specific Elective – Advisor Approval	3	
		Industry Specific Elective – Advisor Approval	3	
MARKETING CONCENTRATION				
		Marketing Elective (see list)	3	
		Marketing Elective (see list)	3	
		Marketing Elective (see list)	3	
		Marketing Elective (see list)	3	
RETAILING CONCENTRATION				
RETG	337	Principles of Retailing (MKTG 321 w/ C- or higher)	3	
RETG	339	Retail Merchandising (RETG 337 w/ C- or higher and MATH 114 or 115 with C- or higher or MATH ACT 24 or SAT 560)	3	
RETG	438	Retail Management (RETG 339 w/ C- or higher)	3	
MGMT	310	Small Business Management (None)	3	
SALES CONCENTRATION				
MKTG	410	Industrial Marketing (MKTG 321 w/ C- or higher)	3	
MKTG	434	Advanced Selling (MKTG 231 and MKTG 321 both w/ C- or higher and Senior Status) offered Spring only	3	
MKTG	436	Sales Management (MKTG 231 and MKTG 321 both w/ C- or higher) offered Fall only	3	
MKTG	466	Purchasing (MKTG 321 w/ C- or higher) offered Fall only	3	
SPORTS MARKETING CONCENTRATION				
MKTG	420	Sports Marketing (MKTG 321 w/ C- or higher)	3	
MKTG	491	Marketing Internship (Sports Marketing related – Advisor Approval)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	
CHOOSE ONE:	PREL 341	Public Relations Tactics (ENGL 150 and ENGL 250 both w/ B or higher and PREL 240)	4	
		Directed Elective (Advisor Approval)	3	

Semester-By-Semester Layout of Classes

FIRST YEAR

Fall Semester

Class	Credits
ENGL 150	3
MATH 114 or MATH 115	4-3
Natural Science Competency	4
Culture Competency	3
FSUS 100	1
Total Credits	15-14

Spring Semester

Class	Credits
COMM 121	3
STQM 260	3
Natural Science Competency	3-4
PSYC 150	3
MKTG 231	3
Total Credits	15-16

Summer Semester

Class	Credits
Total Credits	

SECOND YEAR

Fall Semester

Class	Credits
ACCT 201	3
MKTG 321	3
ECON 221	3
ENGL 211 or ENGL 250	3
Culture Competency	3
Total Credits	15

Spring Semester

Class	Credits
ACCT 202	3
AIMC 300	3
MKTG 322	3
ECON 222	3
General Education Elective or COMM 251 or 332 (for Sales Concentration Only)	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

THIRD YEAR

Fall Semester

Class	Credits
FINC 322	3
ENGL 325	3
MKTG 378	3
MGMT 301	3
Marketing Elective/Concentration	3
Total Credits	15

Spring Semester

Class	Credits
BLAW 321	3
ISYS 321	3
MKTG 425	3
MGMT 370	3
Marketing Elective/Concentration	3
Total Credits	15

Summer Semester

Class	Credits
MKTG 491	3
Total Credits	3

FOURTH YEAR

Fall Semester

Class	Credits
MKTG 441	3
MKTG 472	3
Marketing Elective/Concentration	3
Culture Competency 200 Level	3
General Education Elective	3
Total Credits	15

Spring Semester

Class	Credits
MKTG 476	3
BUSN 499	3
Marketing Elective	3
General Education Elective	3
Marketing Elective/Concentration	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

Suggested Marketing Elective (for Marketing Concentration)			
AIMC 375	MKTG 410	AIMC 486	MKTG 420
AIMC 382	MKTG 466	AIMC 383	MKTG 475
MKTG 375	PREL 240	MKTG 383	RETG 337

DEGREE OUTCOMES

1. Apply strategic marketing principles to target market, product positioning, and marketing mix decisions.
2. Analyze industries in terms of their competitive structures and key success factors.
3. Propose strategic marketing solutions within external constraints: product life cycle, economic, legal, political, cultural, social, and global environments.
4. Create integrated marketing communications strategy utilizing traditional, digital and emerging media forms
5. Evaluate and interpret marketing research findings for strategic marketing decisions.

ADMISSION REQUIREMENTS

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.

ADDITIONAL GRADUATION REQUIREMENTS

Students must:

- maintain a 2.00 cumulative GPA in all FSU courses
- have 40 credits at the 300/400 level
- have 30 credits of Ferris classes (FSU Residency requirement)
- have a minimum 120 total credits to earn a bachelor degree
- maintain a 2.00 cumulative GPA in the business core and the major
- To meet the College of Business ACBSP accreditation requirements, students must earn 40% of their total credits in General Education Classes. The University requires all BS Degrees be a minimum 120 credits. When meeting the 40% requirement, programs can use 6 credits from the Business Core in the calculation. To meet the ACBSP 40% General Education requirement, a 120-credit program would consist of 42 general education credits, 30 business core credits and 48 credits in the major.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

MARKETING (MKT) – 120 CREDITS
2019-2020

Bachelor of Science (BS)

PROPOSED CHECKSHEET

College of Business

Student Name	Student ID

All First-Time-In-Any-College Freshman (FTIAC's) must complete a one-credit FSUS 100 course, or its equivalent. Additional information and the definition of FTIAC for FSUS purposes can be found in the: [Ferris State University Academic Affairs FSUS Policy](#)

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UNIVERSITY GENERAL EDUCATION REQUIREMENTS

(Prerequisites are shown in parentheses)

Courses in this section are required to satisfy the University General Education Requirements for a bachelor's degree. The University General Education requirements can be found on the: [Ferris State University General Education Requirements Webpage](#)

COMMUNICATION COMPETENCY – 12 CREDITS REQUIRED (OR THEIR EQUIVALENT)

Prefix	Code	Course Title	Credits	Grade
COMM	121	Fundamentals of Public Speaking (None)	3	
ENGL	150	English 1 (ENGL 074 or English ACT 14 or (Pre-2016) Reading SAT 370 or (Post-2016) ERW SAT 450 or TOEFL Internet Total Score 61 or MSU-ELT Composite 73 or IELTS Overall 5.5)	3	
CHOOSE 1 OF 2	ENGL 211	Industrial and Career Writing (ENGL 150 with C- or higher)	3	
	ENGL 250	English 2 (ENGL 150 with C- or higher)	3	
ENGL	325	Advanced Business Writing (ENGL 211 or 250 with C or higher)	3	

QUANTITATIVE LITERACY COMPETENCY – 3 CREDITS REQUIRED (OR THEIR EQUIVALENT)

Prefix	Code	Course Title	Credits	Grade
CHOOSE 1 OF 2	MATH 114	Quantitative Reasoning for Professionals 2 ((MATH 109 or 110 with C- or higher or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500) and (ENGL 074 or English ACT 14 or (Pre-2016) Reading SAT 370 or (Post-2016) ERW SAT 450); if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits)	4	
	MATH 115	Intermediate Algebra (MATH 109 or 110 with C- or higher or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500; if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits)	3	

NATURAL SCIENCES COMPETENCY – 6 CREDITS REQUIRED

Two courses are required with a minimum of 6 credits: must have at least one lab course.

Prefix	Code	Course Title	Credits	Grade

CULTURE COMPETENCY – 9 CREDITS REQUIRED

Three courses are required with a minimum of 9 credits: must be from two different disciplines, have at least one 200 level or higher course, and have no more than 5 credits from Cultural Competency Activities.

Prefix	Code	Course Title	Credits	Grade
			[200+]	

Three courses are required with a minimum of 9 credits: must be from two different disciplines and have at least one 200 level or higher course.

Prefix	Code	Course Title	Credits	Grade
ECON	221	Principles of Macroeconomics (MATH 109 or 110 with C- or higher or (MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500))	3	
ECON	222	Principles of Microeconomics (ECON 221)	3	
PSYC	150	Introduction to Psychology (None)	3	

If not met by courses taken for Culture, Self and Society, or Michigan Transfer Agreement (MTA), a student must have one course with the Global Diversity attribute and one course with the U.S. Diversity attribute. Some courses include both Global Diversity and U.S. Diversity attributes. Courses with both attributes satisfies the entire Diversity competency. Of the required Culture and Self and Society courses, these courses will meet the Diversity requirement:

- PSYC 150 - Introduction to Psychology (U.S Diversity)

COLLABORATION COMPETENCY – 2 COURSES REQUIRED

If not met by courses taken in the bachelor degree program, a student must have two courses with the Collaboration attribute. Some courses include both Collaboration and Problem Solving attributes. Of the required courses in this specific program, these courses will meet the Collaboration requirement:

- MKTG 321 - Principles of Marketing
- MKTG 441 - International Marketing
- MKTG 476 - Marketing Strategy

PROBLEM SOLVING COMPETENCY – 2 COURSES REQUIRED

If not met by courses taken in the bachelor degree program, a student must have two courses with the Problem Solving attribute. Some courses include both Collaboration and Problem Solving attributes. Of the required courses in this specific program, these courses will meet the Problem Solving requirement:

- MKTG 321 - Principles of Marketing
- MKTG 441 - International Marketing
- MKTG 476 - Marketing Strategy

ADDITIONAL GENERAL EDUCATION REQUIREMENTS – 8 CREDITS REQUIRED

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 should take COMM 251, 332, or equivalent (COMM 121) as one of their General Education Electives.*

Prefix	Code	Course Title	Credits	Grade
		General Education Elective	3	
		General Education Elective	3	
		General Education Elective	2	

BUSINESS CORE REQUIREMENTS 30 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

These courses are used to calculate the core 2.0 GPA requirement.

ACCT	201	Principles of Financial Accounting (MATH 109 or 110 with C- or higher or (MATH 114, 115, 116, 117, 118, 119, 120, 126, 130, 132, or 135 or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500))	3	
ACCT	202	Principles of Managerial Accounting (ACCT 201 with C- or higher and (MATH 114, 115, 116, or 117 or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135 with a C- or higher or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580)	3	
MGMT	301	Applied Management (None)	3	
BLAW	321	Contracts and Sales (None)	3	
MKTG	321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
MGMT	370	Quality-Operations Management (STQM 260 and Sophomore Status or Instructor Permission)	3	
FINC	322	Financial Management 1 (ACCT 202 and (MATH 114, 115, 116, or 117 or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3	
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, and MGMT 301)	3	
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, and Senior Status)	3	

ALL MAJOR REQUIREMENTS 42 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

These courses are used to calculate the major 2.0 GPA requirement.

MAJOR COURSES – 30 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
MKTG	231	Professional Selling (COMM 121 or COMH 121 Recommended, Not Required)	3	
AIMC	300	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3	
MKTG	322	Consumer Behavior (MKTG 321 with C- or higher and PSYC 150)	3	
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260 both with C- or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both with C- or higher)	3	
MKTG	441	International Marketing (MKTG 321 with C- or higher and Senior Status)	3	
MKTG	472	Supply Chain Management (MKTG 321 with C- or higher and MGMT 370)	3	
MKTG	476	Marketing Strategy (MKTG 322 with C- or higher, ECON 221, and Senior Status)	3	
MKTG	491	Marketing Internship (None)	3	
CHOOSE 1 OF 2	MGMT 310	Small Business Management (None)	3	
		Marketing Elective	3	

CONCENTRATIONS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

Choose one concentration below. Requires advisor approval.

DIGITAL MARKETING CONCENTRATION (DGMK) – 12 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 with C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 with C- or higher)	3	
MKTG	383	Direct and Digital Marketing (MKTG 321 with C- or higher)	3	
CHOOSE 1 OF 2	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 with C- or higher)	3	
	DSGN 224	Web Design and Planning (None)	3	

		<i>Industry Specific Elective (Advisor Approval)</i>	3	
		<i>Industry Specific Elective (Advisor Approval)</i>	3	
		<i>Industry Specific Elective (Advisor Approval)</i>	3	
		<i>Industry Specific Elective (Advisor Approval)</i>	3	

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Suggested Marketing Electives: AIMC 375, AIMC 382, MKTG 375, MKTG 410, MKTG 466, PREL 240, AIMC 486, AIMC 383, MKTG 383, MKTG 420, MKTG 475, RETG 337

Prefix	Code	Course Title	Credits	Grade
		<i>Marketing Elective (See List Above)</i>	3	
		<i>Marketing Elective (See List Above)</i>	3	
		<i>Marketing Elective (See List Above)</i>	3	
		<i>Marketing Elective (See List Above)</i>	3	

RETAILING CONCENTRATION (RET) – 12 CREDITS REQUIRED				
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Prefix	Code	Course Title	Credits	Grade
MGMT	310	Small Business Management (None)	3	
RETG	337	Principles of Retailing (MKTG 321 with C- or higher)	3	
RETG	339	Retail Merchandising (RETG 337 with C- or higher and (MATH 114 or 115 with C- or higher or Math ACT 24 or (Post-2016) Math SAT 560))	3	
RETG	438	Retail Management (RETG 339 with C- or higher)	3	

SALES CONCENTRATION (MKTS) – 12 CREDITS REQUIRED				
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Prefix	Code	Course Title	Credits	Grade
MKTG	410	Industrial Marketing (MKTG 321 with C- or higher)	3	
MKTG	434	Advanced Selling (MKTG 231 and 321 both with C- or higher and Senior Status) <i>(Offered Spring Only)</i>	3	
MKTG	436	Sales Management (MKTG 231 and 321 both with C- or higher) <i>(Offered Fall Only)</i>	3	
MKTG	466	Purchasing (MKTG 321 with C- or higher) <i>(Offered Fall Only)</i>	3	

SPORTS MARKETING CONCENTRATION (SPMK) – 12 TO 13 CREDITS REQUIRED				
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Prefix	Code	Course Title	Credits	Grade
PREL	240	Public Relations Principles (ENGL 150)	3	
CHOOSE 1 OF 2	PREL 341	Public Relations Tactics (ENGL 150, 250, and PREL 240 all with B or higher)	4	
		<i>Directed Elective (Advisor Approval)</i>	3	
MKTG	420	Sports Marketing (MKTG 321 with C- or higher)	3	
MKTG	491	Marketing Internship (Sports Marketing Related and Advisor Approval)	3	

NOTES				
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- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

New Student SAT Scores

- 2.5 High School GPA (on a 4.0 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

- 2.5 High School GPA (on a 4.0 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 4.0 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 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 an 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 0-49.

DEGREE OUTCOMES

1. Apply strategic marketing principles to target market, product positioning, and marketing mix decisions.
2. Analyze industries in terms of their competitive structures and key success factors.
3. Propose strategic marketing solutions within external constraints: product life cycle, economic, legal, political, cultural, social, and global environments.
4. Create integrated marketing communications strategy utilizing traditional, digital and emerging media forms.
5. Evaluate and interpret marketing research findings for strategic marketing decisions.

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 business core and the major.
7. Earn 40% of their total credits required for graduation in General Education courses to meet the College of Business ACBSP accreditation requirements. The University requires all BS Degrees be a minimum 120 credits. When meeting the 40% requirement, programs can use 6 credits from the Business Core in the calculation. To meet the ACBSP, 40% General Education requirement, a 120 credit program would consist of 42 general education credits, 30 business core credits, and 48 credits in the major.

CONTACT INFORMATION

COLLEGE: College of Business
DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
EMAIL: mktg@ferris.edu

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SEMESTER LAYOUT OF COURSES

FIRST YEAR

Fall Courses		Credits	Spring Courses		Credits	Summer Courses		Credits
ENGL 150		3	COMM 121		3			
MATH 114 or 115		3-4	STQM 260		3			
Natural Sciences Competency		4	Natural Sciences Competency		3-4			
Culture Competency		3	PSYC 150		3			
FSUS 100		1	MKTG 231		3			
Total Credits		14-15	Total Credits		15-16	Total Credits		

SECOND YEAR

Fall Courses		Credits	Spring Courses		Credits	Summer Courses		Credits
ACCT 201		3	ACCT 202		3			
MKTG 321		3	AIMC 300		3			
ECON 221		3	MKTG 322		3			
ENGL 211 or 250		3	ECON 222		3			
Culture Competency		3	General Education Elective		3			
Total Credits		15	Total Credits		15	Total Credits		

THIRD YEAR

Fall Courses		Credits	Spring Courses		Credits	Summer Courses		Credits
FINC 322		3	BLAW 321		3	MKTG 491		3
ENGL 325		3	ISYS 321		3			
MKTG 378		3	MKTG 425		3			
MGMT 301		3	MGMT 370		3			
Marketing Elective or Concentration Course		3	Marketing Elective or Concentration Course		3			
Total Credits		15	Total Credits		15	Total Credits		3

FOURTH YEAR

Fall Courses		Credits	Spring Courses		Credits	Summer Courses		Credits
MKTG 441		3	MKTG 476		3			
MKTG 472		3	BUSN 499		3			
Marketing Elective or Concentration Course		3	MGMT 310 or Marketing Elective		3			
Culture Competency 200+		3	General Education Elective		2			
General Education Elective		3	Marketing Elective or Concentration Course		3			
Total Credits		15	Total Credits		14	Total Credits		

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
MKTG	321	Principles of Marketing (ENGL 150 w/C- or higher and Sophomore Status)	3	
MKTG	322	Consumer Behavior (MKTG 321 w/C- or higher and PSYC 150)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both w/ C- or higher)	3	
CHOOSE ONE	MKTG 375	Marketing for Non-Profit Organization (MKTG 321 w/C- or higher)	3	
	MKTG 410	Industrial Marketing (MKTG 321 w/C- or higher)		
	MKTG 420	Sports Marketing (MKTG 321 w/C- or higher)		
	MKTG 441	International Marketing (MKTG 321 w/C- or higher and Senior Status)		
	MKTG 450	Healthcare Marketing (MKTG 321 w/C- or higher)		
	MKTG 475	Product Marketing (MKTG 321 w/C- or higher)		

CERTIFICATE OUTCOMES

1. Explain how market segmentation, targeting, and positioning can create competitive advantage.
2. Describe the elements of the marketing mix (product, price, place (distribution) and promotion) and how they fit into a comprehensive marketing plan
3. Describe the elements of the promotions mix (advertising, sales promotions, public relations, personal selling, and direct marketing) and how they are coordinated to create integrated marketing communications
4. Discuss the impact of consumer behavior on corporate and marketing strategies.
5. Students will be able to construct a professional report including tables, graphs, and summaries (in a team setting).
6. Students will illustrate findings using Power Point (in a team setting) to a research client.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor Linda Butler (231) 591-2460, BUS 339.

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

MARKETING (MKT) – 12 CREDITS
2019-2020

Certificate

PROPOSED CHECKSHEET

College of Business

Student Name	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
MKTG	321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
MKTG	322	Consumer Behavior (MKTG 321 with C- or higher and PSYC 150)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both with C- or higher)	3	
CHOOSE 1 OF 5	MKTG 375	Marketing for Non-Profit Organization (MKTG 321 with C- or higher)	3	
	MKTG 410	Industrial Marketing (MKTG 321 with C- or higher)	3	
	MKTG 420	Sports Marketing (MKTG 321 with C- or higher)	3	
	MKTG 441	International Marketing (MKTG 321 with C- or higher and Senior Status)	3	
	MKTG 450	Healthcare Marketing (MKTG 321 with C- or higher)	3	
	MKTG 475	Product Marketing (MKTG 321 with C- or higher)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOMES

- Explain how market segmentation, targeting, and positioning can create competitive advantage.
- Describe the elements of the marketing mix (product, price, place (distribution) and promotion) and how they fit into a comprehensive marketing plan.
- Describe the elements of the promotions mix (advertising, sales promotions, public relations, personal selling, and direct marketing) and how they are coordinated to create integrated marketing communications.
- Discuss the impact of consumer behavior on corporate and marketing strategies.
- Students will be able to construct a professional report including tables, graphs, and summaries (in a team setting).
- Students will illustrate findings using Power Point (in a team setting) to a research client.

GRADUATION REQUIREMENTS

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

1. Maintain a 2.00 or higher cumulative GPA.
2. Earn 50% of the certificate credits from FSU (Residency).
3. Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
4. A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

COLLEGE: College of Business

DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426

EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		

FOR STUDENTS WITH PROFESSIONAL EXPERIENCE

Student Name: _____

Student ID: _____

Prerequisites shown in parenthesis

REQUIRED COURSES – 12 Credits Required			Crs.	Gr.
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/C- or higher)	3	
CHOOSE TWO	DSGN 224	Web Design and Planning	3	
	MKTG 321	Principles of Marketing (ENGL 150 w/ C- or higher and Sophomore Status)	3	
	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 w/C- or higher and Junior Status)	3	
	MKTG 383	Direct Marketing (AIMC 300 and MKTG 321 both w/ C- or higher)	3	

CERTIFICATE OUTCOMES

1. Demonstrate how digital marketers can best acquire, develop and retain customers.
2. Apply in class learning in final campaign projects with consumer and business-to-business marketer clients.

DECLARATION OF CERTIFICATE

Any person admitted to Ferris State University may enroll in courses for undergraduate COB certificates and must declare the certificate with the advisor **Professor Susan Jones, (231) 591-2468, BUS 356**

STUDENT Signature

Date

CERTIFICATE ADVISOR Signature

Date

DEPARTMENT HEAD/CHAIR Signature

Date

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the COB Dean's Office/SAA.

PROFESSIONAL DIGITAL MARKETING – 12 Credits

Certificate

CURRENT CHECKSHEET

College of Business

ADDITIONAL GRADUATION REQUIREMENTS

1. No more than 50% of the credits in a certificate may be transferred from another institution.
2. If a student is in a FSU degree-seeking program, the certificate will not be granted if more than 50% of the certificate credits are required in the program/major.
3. A 2.00 cumulative GPA is required for completion of the Certificate.
4. **A term prior to completion of the Certificate**, the student will log into MyFSU, and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the Certificate.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

PROFESSIONAL DIGITAL MARKETING (PRDG) – 12 CREDITS
2019-2020

Certificate

PROPOSED CHECKSHEET

College of Business

Student Name	Student ID

ALL CERTIFICATE REQUIREMENTS 12 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

CERTIFICATE COURSES – 12 CREDITS REQUIRED

AIMC	382	Business-to-Business Digital Marketing (MKTG 321 with C- or higher)	3	
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 with C- or higher)	3	
CHOOSE 2 OF 4	AIMC 375	Business-to-Business Advertising/IMC (AIMC 300 with C- or higher)	3	
	DSGN 224	Web Design and Planning (None)	3	
	MKTG 321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
	MKTG 383	Direct and Digital Marketing (MKTG 321 with C- or higher)	3	

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.
- The Professional Digital Marketing certificate is for students with professional experience.

ADMISSION REQUIREMENTS

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the College of Business Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete their high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "Program Change Form" request is processed through the College of Business Dean's Office/SAA.

DEGREE OUTCOMES

1. Demonstrate how digital marketers can best acquire, develop and retain customers.
2. Apply in class learning in final campaign projects with consumer and business-to-business marketer clients.

PROFESSIONAL DIGITAL MARKETING (PRDG) – 12 CREDITS

Certificate

2019-2020
College of Business**In addition to meeting all the programmatic requirements, students must:**

1. Maintain a 2.00 or higher cumulative GPA.
2. Earn 50% of the certificate credits from FSU (Residency).
3. Earn no more than 50% of the certificate credits from courses that are required in their program/major; if they are in an FSU degree-seeking program.
4. A term prior to completion of the certificate, log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

CONTACT INFORMATION

COLLEGE: College of Business
 DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
 EMAIL: mktg@ferris.edu

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DECLARATION OF CERTIFICATE

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		

Student Name: _____

Student ID: _____

University General Education Requirements	<i>Crs</i>	<i>Gr.</i>
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Tier 1 Foundation Competencies		<i>Prerequisites shown in parenthesis</i>		
COMMUNICATION COMPETENCY – Minimum 12 Credits				
COMM	121	Fundamentals of Public Speaking (None)	3	
ENGL	150	English 1 (ENGL 074 or ACT English 14 or SAT ERW 450 or pre2016 SAT Writing 370 or TOEFL Internet Total Score 61 or MSUFLT Composite 73 or IELTS Overall 5.5)	3	
ENGL	250	English 2 (ENGL 150 w/C- or higher)	3	
ENGL	325	Advanced Business Writing (ENGL 250 or ENGL 211 w/C or higher)	3	
QUANTITATIVE LITERACY COMPETENCY – Minimum 3 Credits				
CHOOSE ONE	MATH 114	Quantitative Reasoning for Professionals 2 (MATH 109 or 110 w/C- or higher or MATH ACT 19 or SAT 500 and ENGL 074 or ENGL ACT 14 or SAT ERW 450); if MATH ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	4	
	MATH 115	Intermediate Algebra ((MATH 109 or 110) w/C- or higher or Math ACT 19 or SAT (after 2016) 500 or SAT (pre 2016) 460); if MATH ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits.	3	

Tier 2 Distribution Competencies				
NATURAL SCIENCES COMPETENCY – Minimum 6 Credits with one lab course				
			4	
			3	
CULTURE COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher No more than 5 Credits in Cultural Competency Activities				
			3	
			3	
			3	
SELF AND SOCIETY COMPETENCY – Minimum 9 Credits from two different disciplines with one 200 level or higher				
ECON	221	Principles of Macroeconomics (MATH 109 or 110 w/C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or Math ACT 19 or SAT 460 (pre-2016) or SAT 580 (post-2016))	3	
ECON	222	Principles of Microeconomics (ECON 221)	3	
PSYC	150	Introduction to Psychology (None)	3	
DIVERSITY – Competency met by 2 courses designated as Global and U.S. Diversity is satisfied by: These courses can be met through the Culture and Self and Society Competency requirements.				

Tier 3 Application Competencies	
COLLABORATION COMPETENCY – Competency met by 2 courses contained in the Major or Business Core	
PREL 240 Public Relations Principles and PREL 341 Public Relations Tactics	
PROBLEM SOLVING COMPETENCY – Competency met by 2 courses contained in the Major or Business Core	
PREL 341 Public Relations Tactics and PREL 455 Public Relations Campaigns	

ADDITIONAL GENERAL EDUCATION REQUIREMENT				
ANTH	122	Introduction to Culture Anthropology (None)	3	
SOCY	121	Introductory Sociology (None)	3	
Public Relations degree students must complete 45 General Education credits to meet College of Business and University Requirements.				

Freshman Seminar Requirement, FSUS 100, is satisfied by:	
--	--

Business Core Requirements – 30 Credits Required (these courses ARE used in the core 2.0 GPA requirement)			Crs.	
ACCT	201	Principles of Financial Accounting (MATH 109 or 110 w/C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 126, 130, 132, or 135 or Math ACT 19 or SAT 460 (pre-2016) or SAT 500 (post-2016))	3	
ACCT	202	Principles of Managerial Accounting (ACCT 201 w/C- or higher and MATH 114, 115, 116, or 117, or Math ACT 24 or SAT 560 (pre-2016) or SAT 580 (post-2016))	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135, w/C- or higher or MATH ACT 24 or SAT 560 (pre-2016) or SAT 580(post-2016))	3	
MGMT	301	Applied Management (None)	3	
BLAW	301	Legal Environment of Business (None)	3	
MKTG	321	Principles of Marketing (ENGL 150 w/ C- or higher and Sophomore Status)	3	
ISYS	321	Business Information Systems (ACCT 202 and MKTG 321 and MGMT 301)	3	
FINC	322	Financial Management 1 (ACCT 202 and MATH 114, 115, 116, or 117, or Math ACT 24 or SAT 560 (pre-2016) or SAT 580 (post-2016))	3	
MGMT	370	Quality-Operations Management (STQM 260 and Sophomore Status or Instructor Permit)	3	
BUSN	499	Integrating Experience (FINC 322 and MGMT 370 and MKTG 321 and Senior Status)	3	

Major Requirements – 33 Credits Required (these courses ARE used to calculate the major 2.5 GPA requirement)			Crs.	
JRNL	121	Writing for Mass Media (None)	3	
PREL	201	Public Relations Seminar (must a Public Relations Major)	2	
JRNL	222	Reporting (ENGL 150 and JRNL 121 w/C or higher)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	
PREL	341	Public Relations Tactics (ENGL 150 and ENGL 250 and PREL 240 all w/ B or higher)	4	
PREL	350	Public Relations Ethics / Law (PREL 240)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both w/ C- or higher)	3	
PREL	440	Public Relations Strategy (PREL 341 w/ C or higher or Instructor Approval)	3	
PREL	455	Public Relations Campaigns (PREL 440 w/ C or higher)	3	
PREL	491	Public Relations Internship (PR Adviser Approval)	3	
CHOOSE ONE	DSGN 100 DSGN 224 GCOM 131	Design Foundations (None) Web Design and Planning (None) Building Professional Digital Documents (None)	3	

PUBLIC RELATIONS – 120 Credits

CURRENT CHECKSHEET

Bachelor of Science (BS)

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CHOOSE ONE CONCENTRATION FROM THE FOLLOWING: (Requires Advisor Approval) Must be 12 Credits or More				
EMPLOYEE RELATIONS CONCENTRATION (EMRL)				
MGMT	373	Human Resource Management (Sophomore Status)	3	
MGMT	375	Negotiations (Junior Status)	3	
MGMT	385	Recruitment and Selection (MGMT 373 or Instructor Permit)	3	
		Employee Relations Directed Elective (Advisor Approval)	3	
INVESTOR RELATIONS CONCENTRATION (INRL)				
FINC	300	Mathematics of Finance (MATH 114, 115 w/C- or higher, or MATH 116, 117, 118, 119, 120, 126, 130, 132 or 135 or Math ACT 24 or SAT 560 (pre-2016) or SAT 580 (post-2016))	3	
FINC	312	Financial Markets – Institutions (ACCT 202 and ECON 221)	3	
FINC	323	Financial Management 2 (FINC 300 and FINC 322)	3	
		Finance Directed Elective (Advisor Approval)	3	
MARKETING PROMOTION CONCENTRATION (MKPR)				
AIMC	300	Principles of Advertising/ IMC (ENGL 150 w/ C- or higher and Sophomore Status)	3	
AIMC	324	Promotional Writing (AIMC 300 w/C- or higher and ENGL 250 w/ C or higher)	3	
MKTG	231	Professional Selling (COMM 121 or COMH 121 recommended, not required)	3	
MKTG	322	Consumer Behavior (MKTG 321 w/ C- or higher and PSYC 150)	3	
MEDIA RELATIONS CONCENTRATION (MDRL)				
ENGL	411	Prof. Technical Comm. (ENGL 311, 321, 323 or 325 all w/ a C+ or higher)	3	
JRNL	328	Feature and Opinion Writing (ENGL 250 w/C or higher)	3	
TDMP	243	Television Production (TDMP Major or Instructor Permission)	3	
TDMP	326	Script Writing (ENGL 211 or ENGL 250 or Instructor Permission)	3	
PUBLIC RELATIONS CONCENTRATION (PURE)				
		PR Concentration Elective (PR Advisor Approval)	3	
		PR Concentration Elective (PR Advisor Approval)	3	
		PR Concentration Elective (PR Advisor Approval)	3	
		PR Concentration Elective (PR Advisor Approval)	3	

Semester-By-Semester Layout of Classes

FIRST YEAR

Fall Semester

Class	Credits
ENGL 150	3
JRNL 121	3
SOCY 121	3
MATH 114 or MATH 115	4-3
FSUS 100	1
Total Credits	14-13

Spring Semester

Class	Credits
COMM 121	3
JRNL 222	3
STQM 260	3
Natural Science Competency	3
PSYC 150	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

SECOND YEAR

Fall Semester

Class	Credits
PREL 201	2
ENGL 250	3
ACCT 201	3
DSGN 100, DSGN 224, GCOM 131	3
Natural Science Competency w/lab	3/4
Total Credits	14-15

Spring Semester

Class	Credits
PREL 240	3
ACCT 202	3
ENGL 325	3
BLAW 301	3
MKTG 321	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

THIRD YEAR

Fall Semester

Class	Credits
PREL 341	4
PREL 350	3
MGMT 301	3
ECON 221	3
FINC 322	3
Total Credits	16

Spring Semester

Class	Credits
PREL 440	3
Culture Competency	3
ECON 222	3
MGMT 370	3
MKTG 425	3
Total Credits	15

Summer Semester

Class	Credits
PREL 491	3
Total Credits	3

FOURTH YEAR

Fall Semester

Class	Credits
PREL 455	3
PR Concentration Elective	3
PR Concentration Elective	3
ISYS 321	3
Culture Competency (200 Level)	3
Total Credits	15

Spring Semester

Class	Credits
PR Concentration Elective	3
PR Concentration Elective	3
BUSN 499	3
ANTH 122	3
Culture Competency	3
Total Credits	15

Summer Semester

Class	Credits
Total Credits	

DEGREE OUTCOMES

1. Create a comprehensive PR campaign to address a problem, challenge or opportunity for a real- world client
2. Develop, conduct and analyze a PR research project to help direct & supplement the plan
3. Create multiple, high quality tactical support resources of substance as part of the plan
4. Demonstrate excellent professionalism, ethics, and presentation skills as an account executive within a simulated PR agency

ADMISSION REQUIREMENTS

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.

ADDITIONAL GRADUATION REQUIREMENTS

Students must:

1. maintain a 2.50 cumulative GPA in all FSU courses.
2. have 40 credits at the 300/400 level
3. have 30 credits of Ferris classes (FSU Residency requirement)
4. have a minimum 120 total credits to earn a bachelor degree
5. maintain a 2.50 cumulative GPA in the major and 2.00 GPA in the business core
6. To meet the College of Business ACBSP accreditation requirements, students must earn 40% of their total credits in General Education Classes. The University requires all BS Degrees be a minimum 120 credits. When meeting the 40% requirement, programs can use 6 credits from the Business Core in the calculation. To meet the ACBSP 40% General Education requirement, a 120-credit program would consist of 42 general education credits, 30 business core credits and 48 credits in the major.

NOTICE: Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum, which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

PUBLIC RELATIONS (PURE) – 120 CREDITS
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Student Name	Student ID

UNIVERSITY REQUIREMENTS
FIRST YEAR SEMINAR REQUIREMENT (FSUS 100 OR EQUIVALENT)

All First-Time-In-Any-College Freshman (FTIAC's) must complete a one-credit FSUS 100 course, or its equivalent. Additional information and the definition of FTIAC for FSUS purposes can be found in the: [Ferris State University Academic Affairs FSUS Policy](#)

Prefix	Code	Course Title	Credits	Grade

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

(Prerequisites are shown in parentheses)

Courses in this section are required to satisfy the University General Education Requirements for a bachelor's degree. The University General Education requirements can be found on the: [Ferris State University General Education Requirements Webpage](#)

COMMUNICATION COMPETENCY – 12 CREDITS REQUIRED (OR THEIR EQUIVALENT)

Prefix	Code	Course Title	Credits	Grade
COMM	121	Fundamentals of Public Speaking (None)	3	
ENGL	150	English 1 (ENGL 074 or English ACT 14 or (Pre-2016) Reading SAT 370 or (Post-2016) ERW SAT 450 or TOEFL Internet Total Score 61 or MSU-ELT Composite 73 or IELTS Overall 5.5)	3	
ENGL	250	English 2 (ENGL 150 with C- or higher)	3	
ENGL	325	Advanced Business Writing (ENGL 211 or 250 with C or higher)	3	

QUANTITATIVE LITERACY COMPETENCY – 3 CREDITS REQUIRED (OR THEIR EQUIVALENT)

Prefix	Code	Course Title	Credits	Grade
CHOOSE 1 OF 2	MATH 114	Quantitative Reasoning for Professionals 2 ((MATH 109 or 110 with C- or higher or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500) and (ENGL 074 or English ACT 14 or (Pre-2016) Reading SAT 370 or (Post-2016) ERW SAT 450); if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits)	4	
	MATH 115	Intermediate Algebra (MATH 109 or 110 with C- or higher or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500; if Math ACT 24 or SAT 580 or higher, student must substitute General Education Elective credits)	3	

NATURAL SCIENCES COMPETENCY – 6 CREDITS REQUIRED

Two courses are required with a minimum of 6 credits: must have at least one lab course.

Prefix	Code	Course Title	Credits	Grade

PUBLIC RELATIONS (PURE) – 120 CREDITS

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Three courses are required with a minimum of 9 credits: must be from two different disciplines, have at least one 200 level or higher course, and have no more than 5 credits from Cultural Competency Activities.

Prefix	Code	Course Title	Credits	Grade
			[200+]	

Three courses are required with a minimum of 9 credits: must be from two different disciplines and have at least one 200 level or higher course.

Prefix	Code	Course Title	Credits	Grade
ECON	221	Principles of Macroeconomics (MATH 109 or 110 with C- or higher or (MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500))	3	
ECON	222	Principles of Microeconomics (ECON 221)	3	
PSYC	150	Introduction to Psychology (None)	3	

If not met by courses taken for Culture, Self and Society, or Michigan Transfer Agreement (MTA), a student must have one course with the Global Diversity attribute and one course with the U.S. Diversity attribute. Some courses include both Global Diversity and U.S. Diversity attributes. Courses with both attributes satisfies the entire Diversity competency. Of the required Culture and Self and Society courses, these courses will meet the Diversity requirement:

- PSYC 150 - Introduction to Psychology (U.S Diversity)

COLLABORATION COMPETENCY – 2 COURSES REQUIRED

If not met by courses taken in the bachelor degree program, a student must have two courses with the Collaboration attribute. Some courses include both Collaboration and Problem Solving attributes. Of the required courses in this specific program, these courses will meet the Collaboration requirement:

- PREL 240 - Public Relations Principles
- PREL 341 - Public Relations Tactics

PROBLEM SOLVING COMPETENCY – 2 COURSES REQUIRED

If not met by courses taken in the bachelor degree program, a student must have two courses with the Problem Solving attribute. Some courses include both Collaboration and Problem Solving attributes. Of the required courses in this specific program, these courses will meet the Problem Solving requirement:

- PREL 341 - Public Relations Tactics
- PREL 455 - Public Relations Campaigns

ADDITIONAL GENERAL EDUCATION REQUIREMENTS – 6 CREDITS REQUIRED

These courses are additional General Education courses to meet the requirements for this specific program. *Public Relations degree students must complete 45 General Education credits to meet College of Business and University Requirements.*

Prefix	Code	Course Title	Credits	Grade
ANTH	122	Introduction to Cultural Anthropology (None)	3	
SOCY	121	Introductory Sociology (None)	3	

PUBLIC RELATIONS (PURE) – 120 CREDITS

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BUSINESS CORE REQUIREMENTS 30 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

These courses are used to calculate the core 2.0 GPA requirement.

Prefix	Code	Course Title	Credits	Grade
ACCT	201	Principles of Financial Accounting (MATH 109 or 110 with C- or higher or (MATH 114, 115, 116, 117, 118, 119, 120, 126, 130, 132, or 135 or Math ACT 19 or (Pre-2016) Math SAT 460 or (Post-2016) Math SAT 500))	3	
ACCT	202	Principles of Managerial Accounting (ACCT 201 with C- or higher and (MATH 114, 115, 116, 117 or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135 with a C- or higher or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580)	3	
MGMT	301	Applied Management (None)	3	
BLAW	301	Legal Environment of Business (None)	3	
MKTG	321	Principles of Marketing (ENGL 150 with C- or higher and Sophomore Status)	3	
MGMT	370	Quality-Operations Management (STQM 260 and Sophomore Status or Instructor Permission)	3	
FINC	322	Financial Management 1 (ACCT 202 and (MATH 114, 115, 116, or 117 or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3	
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, and MGMT 301)	3	
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, and Senior Status)	3	

ALL MAJOR REQUIREMENTS 45 CREDITS REQUIRED

(Prerequisites are shown in parentheses)

These courses are used to calculate the major 2.0 GPA requirement.

MAJOR COURSES – 33 CREDITS REQUIRED

Prefix	Code	Course Title	Credits	Grade
JRNL	121	Writing for Mass Media (None)	3	
JRNL	222	Reporting (ENGL 150 and JRNL 121 both with C or higher)	3	
MKTG	425	Marketing Research (MKTG 321 and STQM 260 both with C- or higher)	3	
PREL	201	Public Relations Seminar (Public Relations Major)	2	
PREL	240	Public Relations Principles (ENGL 150)	3	
PREL	341	Public Relations Tactics (ENGL 150, 250, and PREL 240 all with B or higher)	4	
PREL	350	Public Relations Ethics/Law (PREL 240)	3	
PREL	440	Public Relations Strategy (PREL 341 with C or higher or Instructor Approval)	3	
PREL	455	Public Relations Campaigns (PREL 440 with C or higher)	3	
PREL	491	Public Relations Internship (PR Advisor Approval)	3	
CHOOSE 1 OF 3	DSGN 100	Design Foundations (None)	3	
	DSGN 224	Web Design and Planning (None)	3	
	GCOM 131	Building Professional Digital Documents (None)	3	

PUBLIC RELATIONS (PURE) – 120 CREDITS

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MGMT	373	Human Resource Management (Sophomore Status)	3
MGMT	375	Negotiations (Junior Status)	3
MGMT	385	Recruitment and Selection (MGMT 373 or Instructor Permission)	3
		<i>Employee Relations Directed Elective (Advisor Approval)</i>	3



FINC	300	Mathematics of Finance (MATH 114 or 115 with C- or higher or (MATH 116, 117, 118, 119, 120, 126, 130, 132 or 135 or Math ACT 24 or (Pre-2016) Math SAT 560 or (Post-2016) Math SAT 580))	3
FINC	312	Financial Markets – Institutions (ACCT 202 and ECON 221)	3
FINC	323	Financial Management 2 (FINC 300 and 322)	3
		<i>Finance Directed Elective (Advisor Approval)</i>	3



AIMC	300	Principles of Advertising/IMC (ENGL 150 with C- or higher and Sophomore Status)	3
AIMC	324	Promotional Writing (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3
AIMC	326	Creative Techniques (AIMC 300 with C- or higher and ENGL 250 with C or higher)	3
MKTG	231	Professional Selling (COMM 121 or COMH 121 Recommended, Not Required)	3
MKTG	322	Consumer Behavior (MKTG 321 with C- or higher and PSYC 150)	3



ENGL	411	Prof. Technical Communication (ENGL 311, 321, 323, or 325 with C+ or higher)	3
JRNL	328	Feature and Opinion Writing (ENGL 250 with C or higher)	3
TDMP	243	Television Production (TDMP Major or Instructor Permission)	3
TDMP	326	Script Writing (ENGL 211 or 250 or Instructor Permission)	3



		<i>PR Concentration Elective (PR Advisor Approval)</i>	3
		<i>PR Concentration Elective (PR Advisor Approval)</i>	3
		<i>PR Concentration Elective (PR Advisor Approval)</i>	3
		<i>PR Concentration Elective (PR Advisor Approval)</i>	3

NOTES

- Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

ADMISSION REQUIREMENTS**New Student SAT Scores**

- 2.5 High School GPA (on a 4.0 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

- 2.5 High School GPA (on a 4.0 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 4.0 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 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 an 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 0-49.

DEGREE OUTCOMES

1. Create a comprehensive PR campaign to address a problem, challenge, or opportunity for a real-world client.
2. Develop, conduct, and analyze a PR research project to help direct and supplement the plan.
3. Create multiple, high quality tactical support resources of substance as part of the plan.
4. Demonstrate excellent professionalism, ethics, and presentation skills as an account executive within a simulated PR agency.

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 2.50 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 2.50 cumulative GPA in the major and 2.00 GPA in the business core.
7. Earn 40% of their total credits required for graduation in General Education courses to meet the College of Business ACBSP accreditation requirements. The University requires all BS Degrees be a minimum 120 credits. When meeting the 40% requirement, programs can use 6 credits from the Business Core in the calculation. To meet the ACBSP, 40% General Education requirement, a 120 credit program would consist of 42 general education credits, 30 business core credits, and 48 credits in the major.

CONTACT INFORMATION

COLLEGE: College of Business
DEPARTMENT/SCHOOL: MKTG/College of Business

PHONE: 231-591-2426
EMAIL: mktg@ferris.edu

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PUBLIC RELATIONS (PURE) – 120 CREDITS

Bachelor of Science (BS)

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SEMESTER LAYOUT OF COURSES**FIRST YEAR**

Fall Courses	Credits
ENGL 150	3
JRNL 121	3
SOCY 121	3
MATH 114 or 115	3-4
FSUS 100	1
Total Credits	13-14

Spring Courses	Credits
COMM 121	3
JRNL 222	3
STQM 260	3
Natural Sciences Competency	3
PSYC 150	3
Total Credits	15

Summer Courses	Credits
Total Credits	

SECOND YEAR

Fall Courses	Credits
PREL 201	2
ENGL 250	3
ACCT 201	3
DSGN 100, 224, or GCOM 131	3
Natural Sciences Competency	3-4
Total Credits	14-15

Spring Courses	Credits
PREL 240	3
ACCT 202	3
ENGL 325	3
BLAW 301	3
MKTG 321	3
Total Credits	15

Summer Courses	Credits
Total Credits	

THIRD YEAR

Fall Courses	Credits
PREL 341	4
PREL 350	3
MGMT 301	3
ECON 221	3
FINC 322	3
Total Credits	16

Spring Courses	Credits
PREL 440	3
Culture Competency	3
ECON 222	3
MGMT 370	3
MKTG 425	3
Total Credits	15

Summer Courses	Credits
PREL 491	3
Total Credits	3

FOURTH YEAR

Fall Courses	Credits
PREL 455	3
PR Concentration Elective	3
PR Concentration Elective	3
ISYS 321	3
Culture Competency 200+	3
Total Credits	15

Spring Courses	Credits
PR Concentration Elective	3
PR Concentration Elective	3
BUSN 499	3
ANTH 122	3
Culture Competency	3
Total Credits	15

Summer Courses	Credits
Total Credits	

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 101 Intro to Advertising/Integrated Marketing Communications

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 301 Advertising/Integrated Marketing Communications Career Seminar

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 312 Layout and Production

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 324 Promotional Writing

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 326 Creative Techniques

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): A, B, D, E, F, I, J, K, L, M, N, P, Q, R, ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) Creative Techniques

B. Contact Hours: Lab: ▼ Lecture: 3 Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: BU - College of Business

E. Department Code: MKTG - Marketing

F. Credit Hours - Fixed: 3

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: Undergraduate

I. Grade Method: Standard Letter Grading

J. Does the proposed course replace an equivalent course? Yes

If yes, enter equivalent course: AIMC 312 Layout and Promotion and AIMC 324 Promotional Writing

K. Term(s) Offered: Fall/Spring

L. Max Section Enrollment: 25

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: AIMC 300 w/C- or higher and ENGL 250 w/C or higher

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description:

This course introduces students to design and copy principles essential to the creation of print and broadcast advertisements, including layouts, storyboards, television and radio scripts, and copy sheets. Emphasis will be given to the importance of highlighting product benefits and linking them to specific features, including creative applications for use in digital media. Presentation skills will be emphasized throughout.

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment:

Outcome 1: Develop effective creative strategies.

Assessment Method: Assignments, Presentations, Class Participation, Exams/Quizzes, Portfolio.

Outcome 2: Incorporate design principles with strategic copy appeals for diverse media.

Assessment Method: Assignments, Presentations, Class Participation, Portfolio.

Outcome 3: Compose headlines & copy appropriate to the audience.

Assessment Method: Assignments, Exams/Quizzes, Portfolio.

Outcome 4: Integrate course content through a professional style IMC presentation.

Assessment Method: Assignments, Presentations, Class Participation, Exams/Quizzes, Portfolio.

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation:

The Creative Process – 4 hours

Brainstorming – 2 hours

The Principles of Design – 6 hours

Print Layout Approaches – 4 hours

Radio & TV Spots/Storyboards/Camera Direction-Scene Changes – 4 hours

Headline Techniques – 3 hours

Body Copy – 4 hours

Direct Marketing Copy – 1 hours

Retail and Out-of-Home – 2 hours

Sales Promotion – 2 hours

Digital Media – 4 hours

Presentation Skills & Presentations – 7 hours

In-Class Tests – 2 hours

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____

Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 334 Fundamentals of Media

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 352 Principles of Sales Promotion

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 370 Social Media and Content Marketing

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): A, B, D, E, F, H, I, J, K, L, M, P, Q, R ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) Social Media and Content Marketing

B. Contact Hours: Lab: ▼ Lecture: 3 Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: BU - College of Business

E. Department Code: MKTG - Marketing

F. Credit Hours - Fixed: 3

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: Undergraduate

I. Grade Method: Standard Letter Grading

J. Does the proposed course replace an equivalent course? No

If yes, enter equivalent course: Course Prefix, Course Number – Course Title

K. Term(s) Offered: Fall / Spring

L. Max Section Enrollment: 25

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: MKTG 321 w/C- or higher.

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description:

Lecture/discussion/hands-on course will focus on the elements of social media marketing and content marketing. Topics covered will include strategy, planning, execution, media placement, and evaluation for today's relevant social media channels including Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Pinterest, and others as they are developed. Also covered will be strategy, planning, execution, media placement, and evaluation for content marketing methods including blogging, videos, white papers, infographics, podcasts, and ebooks. The course will culminate in a final project with a real-world client.

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment:

ii. Proposed Outcomes/Assessment:

Outcome 1: Identify the best social media and content marketing strategies for various target markets.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 2: Apply best practices in social media and content marketing to various challenges and target markets.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 3: Demonstrate the ability to plan, budget for and place social media and content marketing ads and promotions.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 4: Integrate learning in a final project for a real-world client.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes, Portfolio

R. Course Outline including Time Allocation

- i. Current Outline & Time Allocation: _____
- ii. Proposed Outline & Time Allocation:
 - Social Media Marketing Goals, Strategies, Targeting and Engagement. – 6 hours
 - Social Media Platforms and Sites. – 9 hours
 - Content Creation and Sharing. – 9 hours
 - Social and Content Marketing Media Planning, Budgeting and Placement. – 9 hours
 - Social and Content Marketing Management Tools. – 5 hours
 - Final Project with Real-World Client. – 7 hours

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd:

Date Completed:

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 376 Media Strategy and Tactics

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 378 Digital, Broadcast, and Print Media

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): A, B, D, E, F, H, I, J, K, L, M, P, Q, R ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) Digital, Broadcast, and Print Media

B. Contact Hours: Lab: ▼ Lecture: 3 Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: BU - College of Business

E. Department Code: MKTG - Marketing

F. Credit Hours - Fixed: 3

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: Undergraduate

I. Grade Method: Standard Letter Grading

J. Does the proposed course replace an equivalent course? Yes

If yes, enter equivalent course: AIMC 334 Fundamentals of Media and AIMC 376 Media Strategy and Tactics

K. Term(s) Offered: Fall/Spring

L. Max Section Enrollment: 25

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: AIMC 300 w/C- or higher and Junior Status

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description:

An examination of the advertising traditional and digital media industry. Focuses on understanding the role of, the structure of, the operation of, individual media. Detailed discussion of the media process from strategy, to audience research, channel selection, and the execution of an integrated online and offline media plan which enable a meaningful dialogue between the audience and brand.

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment:

Outcome 1: Recognize the evolution of the digital landscape and its impact on the consumer decision journey along with how communications planning differs from the traditional view of media planning.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation, Class Participation.

Outcome 2: Create meaningful audience definitions to inform channel selection and programmatic buying tools based on media metrics.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation, Class Participation.

Outcome 3: Apply the appropriate media measurement tools to target key audiences.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation, Class Participation.

Outcome 4: Explain how the various media platforms are bought and sold in both the traditional and digital media landscape.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation,

Class Participation.

Outcome 5: Create effective media strategies to efficiently reach the target audience.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation, Class Participation.

Outcome 6: Develop an effective integrated paid, owned and earned communications plan.

Assessment Method: Exams/Quizzes, Written Assignments/Homework, Portfolio/Term Project, Oral Presentation, Class Participation.

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation:

Introduction to communication planning – 2 hours

Creating a Media Strategy – 5 hours

Overview of the Communications Planning Process – 5 hours

The Evolution to the Consumer Decision Journey – 3 hours

The Fundamentals of Marketing – 2 hours

Understanding Target Audiences – 4 hours

Measuring Audiences – 4 hours

Media Effectiveness: Reach/Frequency & GRPs – 5 hours

Media Touchpoints: Digital Media video, audio, banner, search, social, mobile – 2 hours

Media Touchpoints: The Television Marketplace – 2 hours

Media Touchpoints: Display, OOH & Audio – 2 hours

Developing an Integrated Communications Plan – 5 hours

Measurement & Metrics – 4 hours

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd:

Date Completed:

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 397 Special Studies in AIMC

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 202001

II. COURSE IDENTIFICATION (Current): AIMC 486 Advertising/Integrated Marketing Communications Management
If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours - Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number - Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 202001

II. COURSE IDENTIFICATION (Current): AIMC 488 Advertising/Integrated Marketing Communications Campaigns If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

- A. Course Title (30 Characters) _____
- B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼
- C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼
- D. College Code: ▼
- E. Department Code: ▼
- F. Credit Hours - Fixed: ▼
Credit Hours – Variable (numeric range): _____
- G. Hours may be repeated for additional credit: ▼
If yes, max times repeated _____ OR max credits awarded _____
- H. Levels: ▼
- I. Grade Method: ▼
- J. Does the proposed course replace an equivalent course? ▼
If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*
- K. Term(s) Offered: _____
- L. Max Section Enrollment: _____
- M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____
- N. Other Pre-requisites or restrictions: _____
- O. Co-requisite: _____
- P. Course/Catalog Description (125 words)
 - i. Current Description: _____
 - ii. Proposed Description: _____
- Q. Course Outcomes and Assessment Plan
 - i. Current Outcomes/Assessment: _____
 - ii. Proposed Outcomes/Assessment: _____
- R. Course Outline including Time Allocation
 - i. Current Outline & Time Allocation: _____
 - ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 202001

II. COURSE IDENTIFICATION (Current): AIMC 491 Advertising/Integrated Marketing Communications Internship If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

- A. Course Title (30 Characters) _____
- B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼
- C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼
- D. College Code: ▼
- E. Department Code: ▼
- F. Credit Hours - Fixed: ▼
Credit Hours – Variable (numeric range): _____
- G. Hours may be repeated for additional credit: ▼
If yes, max times repeated _____ OR max credits awarded _____
- H. Levels: ▼
- I. Grade Method: ▼
- J. Does the proposed course replace an equivalent course? ▼
If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*
- K. Term(s) Offered: _____
- L. Max Section Enrollment: _____
- M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____
- N. Other Pre-requisites or restrictions: _____
- O. Co-requisite: _____
- P. Course/Catalog Description (125 words)
 - i. Current Description: _____
 - ii. Proposed Description: _____
- Q. Course Outcomes and Assessment Plan
 - i. Current Outcomes/Assessment: _____
 - ii. Proposed Outcomes/Assessment: _____
- R. Course Outline including Time Allocation
 - i. Current Outline & Time Allocation: _____
 - ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 497 Special Studies in AIMC

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): ECOM 200 World of E-Commerce

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours - Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number - Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): ECOM 397 Special Studies in ECOM

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours - Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number - Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): MKTG 375 Marketing for Non-Profit Organizations

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): _____

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) _____

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: _____

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): MKTG 383 Direct and Digital Marketing

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): A, M

ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) Direct and Digital Marketing

B. Contact Hours: Lab: ▼ Lecture: ▼ Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: ▼

E. Department Code: ▼

F. Credit Hours - Fixed: ▼

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: ▼

I. Grade Method: ▼

J. Does the proposed course replace an equivalent course? ▼

If yes, enter equivalent course: *Course Prefix, Course Number – Course Title*

K. Term(s) Offered: _____

L. Max Section Enrollment: _____

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: MKTG 321 w/C- or higher

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description: _____

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment: _____

ii. Proposed Outcomes/Assessment: _____

R. Course Outline including Time Allocation

i. Current Outline & Time Allocation: _____

ii. Proposed Outline & Time Allocation: _____

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: _____ Date Completed: _____

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

COB College Curriculum Meeting

4/4/19

Members present: Alex Manga, Lianne Briggs, Steve Shuiling, Elies Kouider, Emily Fransted, Jeff Ek, Sharon George

Members absent: Felix Bollou

Proposal: 19-052, Public Relations Program Revision

Discussion: Jeff provided a summary of the changes which include: rewritten program outcomes, removal of two existing courses and replacement with new courses, the addition of a credit to the seminar, the removal of the PR concentration elective and the clean-up of the internship. Committee members raised concerns regarding the 'strong writing skills' requirement listed in the course description for PREL 360 but not identified anywhere else as a prerequisite for the course. The committee suggests the proposer consider including an ENGL prerequisite. Regarding PREL 491, the committee suggested the completion of fifty-six semester hours (instead of the sixty semester hours specified in the proposal) as a 56-hour pre-requisite better aligns with the University's recognition of junior class standing. Committee members also note that if this is a prerequisite, it should be identified in (M) of Form EF. Committee members expressed concern regarding listing the course as a fixed 3-credit course rather than a variable, repeatable course. By listing the course as variable and repeatable, the program retains the flexibility to offer students opportunities to complete the course over more than one semester. This may be beneficial to students for financial aid and scheduling purposes.

Action: Emily called for a vote. Committee **approved the proposal with concerns** set forth in these minutes.

Proposal: 19-047, AIMC Closure and Program Revision

Discussion: Jeff provided a summary of the proposal to eliminate the AIMC bachelor's degree and focus on the AIMC certificate due to low enrollment, staffing and meeting the needs of students. The proposal also calls for the creation of new courses to replace former AIMC courses. Committee considers AIMC 370 and suggests the proposer double check the new instructions to (M) of Form EF. The committee discusses that Outcome #4, "integrate learning in a final project for a real-world client," is more of an assessment than a course outcome. The committee considers the project is the method of assessment rather than the outcome and suggests the proposer consider revising the outcome.

Action: Emily called for a vote. Committee **approved the proposal with concerns** set forth in these minutes.

Proposal: 19-060, MKTG 331 Strategic Selling – Create

Discussion: Jeff summarized that the Marketing Department created a new course. Committee inquired why check sheets were not included with the proposal. Jeff advised the course, at least initially, will not be added to a check sheet but will be promoted as a directed elective instead.

Action: Emily called for a vote. Committee **approved** the proposal.

Other business:

Discussion: Committee members discussed the proposed changes to the College of Business Core and what role the CCC should play in the curriculum approval process given the unique nature of the core. Member considered the lack of impacted faculty feedback evidenced by the absence of Form Bs from the proposals considered at the meeting. Committee members also discussed whether there was a lack of accountability for changes to the core at the college level.

Action: No action was taken. Committee members will discuss these concerns at a meeting to be scheduled at a later date.

CONSULTATION FORM

Form B

Form current on 12/12/18

Proposal Number: 19-057

Proposal Title: Advertising/Integrated Marketing Communications (AIMC), BS Closure and Program Revision

Proposer: Susan Jones Department: **MKTG - Marketing**

Contact Person's Name: Patty Rettinger Phone: 231-591-2426

Instructions: To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

The following programs/codes (checksheets) have been identified as being affected by the changes in this proposal (Contact FSUCurriculum@ferris.edu for this list):

Allied Health SciencesMKTG 383 is being modified, it is not on the checksheet but is an option as one of the business electives allowed.

AHS-BS

Department: **HP - DHMI - Dental Hygiene, Medical Imaging**

Administrator: Theresa Raglin

Date Received: 3/12/19 Date Returned: 3/12/19

Signature: _____

Based upon department faculty review on: 3/7/19 (Date)

- We: Support the above proposal and authorizes updates to the checksheet(s) listed above.
 Support the above proposal with the modifications and concerns listed below and authorizes updates to the checksheet(s) listed above.
 Do not support the proposal for the reasons listed below and will submit a curriculum proposal to correct the checksheet(s) listed above as a result of these changes, if fully approved.

Comment Regarding the Impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and or/faculty load for your department. Use additional pages, if necessary:

Course Information Form

Form EF

Form current on 12/10/18

I. ACTION:

CREATE, MODIFY, DELETE, OR Update Assessment Software

Desired Term Effective: 201908

II. COURSE IDENTIFICATION (Current): AIMC 370 Social Media and Content Marketing

If deleting a course STOP HERE.

III. COURSE DATA - TO MODIFY, INDICATE THE LETTER(S) OF ALL CHANGES (A-R): A, B, D, E, F, H, I, J, K, L, M, P, Q, R ONLY complete the fields that are proposing changes.

A. Course Title (30 Characters) Social Media and Content Marketing

B. Contact Hours: Lab: ▼ Lecture: 3 Seminar: ▼

C. If not LEC/LAB/SEM, Choose from drop down [See Definitions in Appendix E]: ▼

D. College Code: BU - College of Business

E. Department Code: MKTG - Marketing

F. Credit Hours - Fixed: 3

Credit Hours – Variable (numeric range): _____

G. Hours may be repeated for additional credit: ▼

If yes, max times repeated _____ OR max credits awarded _____

H. Levels: Undergraduate

I. Grade Method: Standard Letter Grading

J. Does the proposed course replace an equivalent course? No

If yes, enter equivalent course: Course Prefix, Course Number – Course Title

K. Term(s) Offered: Fall / Spring

L. Max Section Enrollment: 25

M. Pre-requisite Course(s) AND minimum grade requirement in parenthesis for each course. If left blank default will be D- and if more than one course, use "AND" or "OR" to separate: MKTG 321(C- or higher).

N. Other Pre-requisites or restrictions: _____

O. Co-requisite: _____

P. Course/Catalog Description (125 words)

i. Current Description: _____

ii. Proposed Description:

Lecture/discussion/hands-on course will focus on the elements of social media marketing and content marketing. Topics covered will include strategy, planning, execution, media placement, and evaluation for today's relevant social media channels including Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Pinterest, and others as they are developed. Also covered will be strategy, planning, execution, media placement, and evaluation for content marketing methods including blogging, videos, white papers, infographics, podcasts, and ebooks. The course will culminate in a final project with a real-world client.

Q. Course Outcomes and Assessment Plan

i. Current Outcomes/Assessment:

ii. Proposed Outcomes/Assessment:

Outcome 1: Identify the best social media and content marketing strategies for various target markets.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 2: Apply best practices in social media and content marketing to various challenges and target markets.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 3: Demonstrate the ability to plan, budget for and place social media and content marketing ads and promotions.

Assessment Method: Class Participation, Oral Presentation, Written Assignments, Exams/Quizzes

Outcome 4: Integrate learning from the course to solve real world industry problems.

Assessment Method: Integrate learning in a final project for a real world client.

R. Course Outline including Time Allocation

- i. Current Outline & Time Allocation: _____
- ii. Proposed Outline & Time Allocation:
 - Social Media Marketing Goals, Strategies, Targeting and Engagement. – 6 hours
 - Social Media Platforms and Sites. – 9 hours
 - Content Creation and Sharing. – 9 hours
 - Social and Content Marketing Media Planning, Budgeting and Placement. – 9 hours
 - Social and Content Marketing Management Tools. – 5 hours
 - Final Project with Real-World Client. – 7 hours

UCC Chair Signature & Date:

Academic Affairs Approval Signature & Date:

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd:

Date Completed:

Entered: SCACRSE, SCADETL, SCARRES, SCAPREQ

FLITE SERVICES FORM

Form C

Form current on 12/12/18

Proposal Number: 19-057

Proposal Title: Advertising/Integrated Marketing Communications (AIMC), BS Closure and Program Revision

Proposer: Susan Jones

Proposer's Department: **MKTG - Marketing**

Contact Person's Name: Patty Rettinger Phone: 231-591-2426

Projected number of students per year affected by proposed change: _____

Include a copy of the proposal when submitting this form to FLITE.

Sent on _____ for Consultation to the Liaison Librarian: David Scott

1. To be completed by the liaison librarian and approved by the Dean of FLITE.
2. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator.
3. FLITE must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal. **Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

Liaison Librarian Reviewer: _____

Dean of FLITE Signature: _____

Based upon our review on **3/21/19** (Date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary:

Amendment to Proposal # 19-057 Advertising/Integrated Marketing Communications

Form EF – AIMC 370 Social Media and Content Marketing

Line M – Please correct formatting for pre-req. requirement to: MKTG 321 (C- or higher).

Line Q – Please correct wording in Outcome and Assessment method #4 to read as follows:

Outcome # 4: Integrate learning from the course to solve real world industry problems.

Assessment Method: Integrate learning in a final project for a real world client.

From: [Patty S Rettinger](#)
To: [Rusty A Leonard](#); [Susan K Jones](#)
Cc: [FSU Curriculum](#); [Jeff A Ek](#)
Subject: Re: 19-057 Advertising....
Date: Monday, April 15, 2019 2:25:57 PM
Attachments: [CCB College Curriculum Meeting 4.3.19.docx](#)
[Amendment - 19-057 AIMC.docx](#)

Here are the attachments.

Patty Rettinger

Marketing Department Secretary
rettinp@ferris.edu
231-591-2426 (p)
231-591-3521 (f)

From: Patty S Rettinger <PattyRettinger@ferris.edu>
Date: Monday, April 15, 2019 at 2:24 PM
To: Rusty A Leonard <RustyLeonard@ferris.edu>, Susan K Jones <SusanJones@ferris.edu>
Cc: FSU Curriculum <fsucurriculum@ferris.edu>, Jeff A Ek <JeffEk@ferris.edu>
Subject: Re: 19-057 Advertising....

Rusty,

Attached are the minutes from the CCC meeting with the concerns that were expressed. Please see the concerns below.

- Committee considers AIMC 370 and suggests the proposer double check the new instructions to (M) of Form EF. The committee discusses that Outcome #4, "integrate learning in a final project for a real-world client," is more of an assessment than a course outcome.
- The committee considers the project is the method of assessment rather than the outcome and suggests the proposer consider revising the outcome.

Also attached is the department's amendment to the proposal that addresses those concerns. The CCC approved the proposal and communicated these concerns as recommendations.

[Amendment to Proposal # 19-057 Advertising/Integrated Marketing Communications](#)

Form EF – AIMC 370 Social Media and Content Marketing

Line M – Please correct formatting for pre-req. requirement to: MKTG 321 (C- or higher).

Line Q – Please correct wording in Outcome and Assessment method #4 to read as follows:

Outcome # 4: Integrate learning from the course to solve real world industry problems.

Assessment Method: Integrate learning in a final project for a real world client.

Sorry for the confusion, please let us know if you have any other questions.

Patty Rettinger

Marketing Department Secretary
rettinp@ferris.edu
231-591-2426 (p)
231-591-3521 (f)

From: Rusty A Leonard <RustyLeonard@ferris.edu>

Date: Monday, April 15, 2019 at 1:42 PM

To: Susan K Jones <SusanJones@ferris.edu>

Cc: Patty S Rettinger <PattyRettinger@ferris.edu>, FSU Curriculum <fsucurriculum@ferris.edu>

Subject: 19-057 Advertising....

Susan,

The UCC reviewed your proposal and the following concerns emerged:

1. There were 6 members of the CCC that voted with concerns, but no concerns were documented. Please send the UCC those concerns.
2. No documentation of concerns addressed by proposer. Again, please send the UCC the documentation of how you addressed these concerns.

Best regards,

Russell A. Leonard, Jr., Ph.D.
Professor
UCC Chair
Ferris State University
College of Engineering Technology

Proposed Changes to Senate Charter.

1. Add language in references to ex-officio members to define them as non-voting.

Article 3. Section 4. Ex-officio members of the Senate: The President of the University, the Provost and Vice President for Academic Affairs, and the President of the Student Government shall attend the meetings of the Senate and have the right to address the Senate on any issue during the conduct of business. They are non-voting members.

2. Add committee to spring committee formation.

Article 9, Section 3. Faculty members will be appointed to the Athletic Advisory Committee and General Education Committee in April and elect a chair in May.

3. Require Senate committees to have a quorum to conduct business.

Article 9. Section 2. The Senate shall determine the composition, mission, and function of each committee. The Senate shall supervise the activities of these committees and recommend changes in the composition, mission, and function. Senate committees need a quorum to conduct business.

4. Elect non-tenure track faculty Senators as part of the spring elections. They will be limited to 3 members and not use the apportionment formula.

Article 4, Section 3. Eliminate this section about non-tenure track elections in September.

Article 4, Sections 7 and 10. Delete references to the non-tenure track faculty (phrased as except the Non Tenure Track Instructional Faculty).

~~Section 3. The Election Committee shall conduct an election of three representatives from the Non-Tenure Track Instructional Faculty during spring Senate elections. during the month of September. This election process shall be completed so that the newly elected Senators can attend the regular meeting of the Senate in October. Their term runs until September 30th of the following year.~~

~~Section 7. Members of the representative units, except the Non-Tenure Track Instructional Faculty Unit, wishing to be on the ballot for a Senate election shall file a notice of intent after February 15th but before March 7th, with the Election Committee which shall verify each candidate's eligibility. The Election Committee shall circulate no later than March 13th a list of the candidates and the details of the election process.~~

~~Section 10. Senators, except the Non-Tenure Track Instructional Faculty Unit, shall be elected for a term of two (2) years; elections for one (1) year terms may be held at the discretion of the Election Committee for the purpose of balancing terms. Non-Tenure Track Instructional Faculty Unit Senators shall be elected annually, as described in Article IV, Section 3~~

5. Create a Treasurer officer position.

Article 5, Section 6. The Treasurer will manage the Senate budget, including committee appropriations. The Treasurer of the Senate shall be entitled to at least one-quarter (1/4) release time during the term of office.

Article 5, Section 7. The University shall provide financial and material support for administrative assistance, as selected by the Senate, to perform the clerical functions of the Senate and prepare the minutes of the Senate at the direction of the Secretary (currently section 6- wording unchanged)

Article 6, Section 1. The Executive Committee of the Senate shall consist of the following members: President, Vice-President, Secretary, Treasurer and three (3) members elected at large from the Senators.

College/Unit	Last Name	First Name	Terms Left
Arts and Sciences	Alspach	Sandy	2
	Berghoef	Michael	2
	Gray	John Scott	2
	Thomson	Mark	2
	Moresi	Matt	2
	Daubert	Daisy	2
	Weaver	Janice	2
	Pisani	Jana	2
	Fadayomi	Olukemi	1
	Foulk	Rachel	1
Business	Bajor	Larry	2
	Wolfer	Kathryn	2
	Herrington	Hira	1
	Shimko	James	1
	Emerick	Jerry	1
Engineering Technology	Johnson	Steve	2
	Wilshire	Todd	2
	Todd	Gareth	1
	Hanna	David	1
	Drake	Chuck	1
	Harvey	Michelle	1
Education and Human Services	Kuiper	Nick	2
	Flachs	Brady	1
Pharmacy	Axford	Katie	2
	Bright	David	2
	Lamberts	Jennifer	2
	Baran	Rose	1
Health Professions	Colley	Sharon	2
	Jadhov	Emmanuel	2
	Beaudry	Mary	2
	Waters	Sue	1
Librarians/Counselors	Isler	Melinda	2
	Winowiecki	Jenice	2
	Smith	Cindy	1
Optometry	Aslakson	Emily	2
	Lotoczky	Josh	1
Non-Tenure Track Faculty	Calkins	Keith	1
	Zube	Paul	1
	Swinkunas	Bernadette	1