

Graphic Media Management

Official Program Checksheet

Why Choose Graphic Media Management?

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

Career Opportunities

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

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

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 score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

More Information:

Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements can be found here: <http://www.ferris.edu/HTMLS/academics/general-education/requirements/BA-BS.htm>

Please consult this link for a complete listing of General Education

Electives: <http://www.ferris.edu/HTMLS/academics/general-education/courses/index.htm>

Consult the official checklist or program advisor for program specific General Education requirements.

Graduation Requirements

The Graphic Media Management program at Ferris leads to a Bachelor of Science degree. Students must complete a 400-hour internship prior to graduation and maintain a minimum 2.0 GPA in core classes, in the major and overall. Students must complete all general education requirements as outlined on the General Education website.

More Information

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Graphic Media Management is accredited by the Accrediting Council for Collegiate Graphic Communication, Inc.

<http://accgc.org/programs.html>