Marketing

Required Courses

Why Choose a Marketing Associate in Applied Science

The Marketing Associates degree introduces students to business foundational concepts and the basic marketing related disciplines. Students will take a combination of general education courses, business foundation courses, and marketing courses with an opportunity to select electives that meet their professional interests in the marketing field.

Career Opportunities

Graduates are prepared for entry-level positions in Marketing and related fields of Customer Service, Sales, and Retailing.

Students completing their marketing associate’s degree are prepared to enter a four year degree program in Marketing with concentrations in Retailing, Digital Marketing, Sales, or Sports Marketing; Public Relations; or Advertising/Integrated Marketing Communications.

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 for an Associate’s degree is here
Please consult this link for a complete listing of General Education Electives.
Consult the Required Course above or program advisor for program specific General Education requirements.

Graduation Requirements
The Marketing AAS program at Ferris terminates with an associate in applied science degree. Graduation requires 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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ADA compliant checksheets are being developed for the 2019-2020 Catalog. If you would like to request an ADA compliant checksheet before the 19-20 catalog is published, please send your request to: FSUCurriculum@ferris.edu