Public Relations

Official Program Checksheet

Why Choose Public Relations?

The Public Relations major at Ferris is one of the only programs in the nation offered as a business curriculum; a distinction not lost on employers who consider the combination both logical and highly desirable. Additionally, Ferris has the first and one of only two nationally certified PR program (CEPR) in the state of Michigan, and less than 30 in the nation. The solid business curriculum is combined with eight PR-specific courses, more than any program in the state. Our faculty brings both real-world experience and professional certification (APR) to the classroom, where students are required to work on real projects for real clients. The program’s proven excellence and distinctive offerings give our graduates a real competitive advantage in the workplace.

Career Opportunities

Public Relations is cited as one of the fastest growing professions, with anticipated growth of more than 24% through 2018 (US Dept. of Labor). According to the Public Relations Society of America, the average practitioner’s salary is $69,000, with starting salaries ranging from $35-50,000. Top PR executives can make well into the six-figure salary range. Our program requires students to start the career search process early by making excellent contacts through job shadows, business networking, and internships. Graduates land jobs with corporate, nonprofit, and governmental organizations throughout the United States (and beyond).

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](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](http://www.ferris.edu/HTMLS/academics/general-education/courses/index.htm)

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

**Graduation Requirements**

The Public Relations program at Ferris leads to a bachelor of science degree in business with a major in Public Relations. Graduation requires a minimum 2.0 GPA in the core courses, in the major and overall.

**More Information**

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The College of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP.) Next Accreditation Review is February 2018.  
[http://www.acbosp.org](http://www.acbosp.org)