

Grand Rapids Community College (GRCC)

Digital Audio Specialist and Associate of Arts (Pre-Music and Entertainment Business)
Articulation Agreement and Transfer Guide

The Music & Entertainment Business program prepares students to enter the global, multi-billion dollar music and entertainment industry. The degree combines a solid business background with an emphasis on the music and entertainment business. Students are required to complete a minimum of two internships which allow them to focus on areas of the industry which interest them. Internships frequently take place in major metropolitan markets, and smaller regional markets, for well-known record labels, radio stations, manufacturers, agents, and concert venues.

The Music & Entertainment Business program is endorsed by the National Association of Music Merchants (NAMM), the professional trade organization that represents the global music products industry. NAMM sponsors two world-class trade shows per year and Music & Entertainment Business students are allowed to attend these at greatly reduced educational rates. The Winter Show at the Anaheim Convention Center, in California, is the single largest event of its kind in the world. At these shows, students will see the latest in music related products and enjoy live performances by some of their favorite artists. Students benefit as well from special sessions and seminars designed specifically for those planning a career in the music and entertainment industry.

Students may also take part in conferences and trade shows sponsored by the Music Business Association. These are currently held in Nashville, Tennessee and are attended by industry professionals representing major and independent record companies, distributors, major and independent music publishers, artist management agencies, and entertainment law firms.

Within the degree program, all areas of the music and entertainment business are explored with emphasis on preparing students for positions in marketing, management, sales, advertising, public relations, and promotion. Previous formal training in music is not required for admission to the program. Select music courses are required to enhance the student's understanding of the role of a performing artist.

Grand Rapids Community College Courses Required by the GRCC Digital Audio Specialist Certificate are marked with an asterisk

Communication Competency

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
COMM 105 or COMM 121	Interpersonal Communication or Fundamentals of Public Speaking	3	COM 135 or COM 131	Interpersonal Communication or Fundamentals of Public Speaking	3
ENGL 150	English 1	3	EN 101	English Composition 1	3
ENGL 211 or ENGL 250	Industrial and Writing or English 2	3	BA 102 or EN 102	Business & Technical English 2 or English Composition 2	3 or 3
ENGL 325	Advanced Business Writing	3	No Equivalent	No Equivalent	0

Quantitative Literacy

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MATH 115 + MATH 1-Q	Intermediate Algebra	4	MA 107	Intermediate Algebra	4

Natural Sciences Competency – 2 courses required with a minimum of 6 credits; must have at least 1 lab course

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
Varies	Natural Sciences Elective	3	Varies	Varies	3
Varies or PHSC 1ZL	Lab Science Elective or PHSC General Credit Lab	3 or 4	Varies or *PC 141	Varies or Science of Sound	3 or 4

Culture Competency – 3 courses required with a minimum of 9 credits: must be from 2 different disciplines and have at least 1 at FSU 200 level or higher course

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MUSI 232	Music and Culture	3	MUS 110	Appreciation World / Western Music	3

Select 3 credits from the following list

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MUSI 228 or MUSK 2-C or MUSI 121 + MUSI 1-C or MUSI 2-C or MUSI Activity	American Pop Music Since 1900 or MUSI General Credit 200 or Fundamentals of Music + MUSI General Credit 100 level or Beginning Music Class or MUSI Activity	3 or 3 or 2 + 1 or 1 or 1	MUS 130 or MUS 113 or MUSI 112 or *MUS 121 or MUS Ensem.	American Popular Music or Introduction to Music Theory or Basic Music Theory or Piano Techniques 1 or MUS Ensemble	1 - 3

General Education courses continued on page 2

Culture Competency Requirements continued

Select 3 credits from the following list

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
PHOT 101 or THTR 219 or THTR 219 or HUMN 240 or FILM 360 or Varies	Photography or Beginning Technical Theatre or Beginning Technical Theatre or Popular Culture or Gender & Race in Film or FSU General Education Culture elective	3	PO 101 or TH 261 or Th 262 No Equivalent No Equivalent Varies	Photography 1 or Theatre Technology 1 or Theatre Technology 2 or No Equivalent No Equivalent Varies	0 - 3

*Courses Required by the GRCC Digital Audio Specialist Certificate

Self and Society Competency - 3 courses required with a minimum of 9 credits: must be from 2 different disciplines and have at least 1 at FSU 200 level or higher course

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
ECON 201	Principles of Microeconomics	3	EC 252	Principles of Economics 2	3
ECON 202	Principles of Macroeconomics	3	EC 251	Principles of Economics 1	3
PSYC 150	Introduction to Psychology	3	PY 201	General Psychology	3

Students are encouraged to work with an advisor to select appropriate general education courses or may visit www.ferris.edu/gened

Diversity Competency – 2 Courses Required

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

- Global Diversity met with MUSI 232
- U.S. Diversity met with PSYC 150

Business Core Requirements - 30 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
ACCT 201	Principles of Financial Accounting	3	BA 256	Principles of Accounting 1	4
ACCT 202	Principles of Managerial Accounting	3	BA 257	Principles of Accounting 2	4
STQM 260	Introduction to Statistics	3	MA 215 or BA 254	Statistics or Introduction to Statistics with Applied Models	4 or 3
MGMT 301	Applied Management	3	BA 283	Business Management	3
BLAW 321	Contract & Sales	3	No Equivalent	No Equivalent	0
MKTG 321	Principles of Marketing	3	BA 270	Marketing	3
ISYS 321	Business Information Systems	3	No Equivalent	No Equivalent	0
FINC 322	Financial Management 1	3	No Equivalent	No Equivalent	0
MGMT 370	Quality-Operations Management	3	No Equivalent	No Equivalent	0
BUSN 499	Integrating Experience	3	No Equivalent	No Equivalent	0

Major Requirements – 26 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MEBM 101	MEBM Industry Fundamentals	1	No Equivalent	No Equivalent	0
MEBM 192	MEBM Internship 1	2	No Equivalent	No Equivalent	0
MEBM 292	MEBM Internship 2	2	No Equivalent	No Equivalent	0
MKTG 322	Consumer Behavior	3	No Equivalent	No Equivalent	0
MEBM 351	Music & Entertainment Business	3	No Equivalent	No Equivalent	0
MEBM 358	Survey of Music Technology	3	*MUS 173	Basic Studio Techniques 1	4
MKTG 378	Marketing Data Analysis	3	No Equivalent	No Equivalent	0
MKTG 425	Marketing Research	3	No Equivalent	No Equivalent	0
Select 2 of 4					
MKTG 231 or PREL 240 or Directed Electives	Professional Selling or Public Relations Principles or or Directed Electives	3 3	BA 172 or No Equivalent or Directed Electives	Sales or No Equivalent or Directed Electives	3 or 0 or 3or 3

*Course Required by the GRCC Digital Audio Specialist Certificate

Advisor approved minor or MEBM specialized concentration required (SPZD) – 18 Credits Required (Maximum 6-7 credits overlapping courses with degree must be substituted with directed electives to meet requirement to have a minimum of 120 credits.

One course must be 300 level or higher.

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
MEBM 1--	MEBM 100 Lvl Gen Credit	4	*MUS 174	Basic Studio Techniques 1	4
MEMB 1--	MEBM 100 Level General Credit	2	*MUS 175	Intro to Music Business	2
MUSI 2-C	MUSI Gen Credit-200 Level-Cult	3	*MUS 271	Basic MIDI Sequencing	3
MUSI 2-C	MUSI Gen Credit-200 Level-Cult	3	*MUS 272	Advanced MIDI Sequencing	3
MEMB 3--	MEBM 300 Lvl Gen Credit	2	*MUS 273	Adv Studio Techn Lab 1	2
MEBM 3--	MEBM 300 Lvl Gen Credit	1	*MUS 274	Adv Studio Techn Lecture 1	2
MEMB 3--	MEBM 300 Lvl Gen Credit	2	*MUS 275	Adv Studio Techniques Lab 2	2
MEBM 3--	MEBM 300 Lvl Gen Credit	1	*MUS 276	Adv Studio Techniques Lect 2	2

*Course Required by the GRCC Digital Audio Specialist Certificate

Computer Literacy – 3 Credits Required

FSU Course	FSU Course Title	FSU Cr. Hrs.	GRCC Equiv.	GRCC Course Title	GRCC Cr. Hrs.
ISYS 105	Intro to Micro Systems Software	3	BA 145	Computer Application in Business	3

Total Credits Required for Degree

120 - 122

Program Delivery Locations and Contact Information:

Main Campus, Big Rapids

College of Business

(231) 591-2420 | www.ferris.edu/cob | cob@ferris.edu

Select courses may be delivered online and/or in a mixed delivery format (i.e. a mix of online and face-to-face instruction at the Ferris Main Campus or at an off-campus location).

Advising Notes

It is recommended that potential applicants meet with an advisor to review the degree, course schedule, and have any questions answered prior to completing an application. Students who are completing the MTA may have different general education course requirements for the particular degree selected. Meeting with a Ferris advisor prior to the selection of general education or elective course work may reduce the chance of completing a course that will not apply toward the selected degree. Once admitted, students must continue to meet with an advisor as they work toward graduation.

Transfer Student Orientation

All new students to Ferris State University are required to complete an orientation.

Reverse Transfer Agreement

Grand Rapids Community College and Ferris have entered into a partnership in order to work collaboratively and creatively to increase student completion of associate and bachelor's degrees. The partners work together to provide a seamless transfer experience and increase student retention and completion at both Grand Rapids Community College and Ferris.

Michigan Transfer Agreement (MTA)

Ferris participates in the Michigan Transfer Agreement (MTA). This agreement will facilitate the transfer of general education requirements from one Michigan institution to another. Students may complete the MTA as part of a degree program or as a stand-alone package. The MTA consists of a minimum of 30 general education credit hours as identified by the college or university.

Students transferring to Ferris with the Michigan Transfer Agreement (MTA) and entering a degree program will have met a 30-hour block of lower-level general education courses. However, this does not exempt students from completing program specific prerequisites or higher-level general education course requirements. Students should contact their advisor regarding classes that meet the MTA.

Students must work with their Ferris advisor to declare a Minor or Concentration and for selection of Directed Electives.

Partners may contact the Transfer Services Center with questions or updates at otssp@ferris.edu.

Original Signed Articulation Agreement

The original, signed document is kept on file in the Office of Transfer and Secondary School Partnerships. To obtain a copy of the original, signed document, contact the Office of Transfer and Secondary School Partnerships at 231/591-5983 or email your request to otssp@ferris.edu.

This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

Articulation Agreement

Effective Dates: September 1, 2021 – September 1, 2024

This Agreement shall commence as of September 1, 2021 and shall be for an initial term of three years. Minor updates to the agreement may be made during this time. This agreement may be renewed at the end of three years. Either party may terminate this agreement by providing the other party with written notice of the intent to terminate the agreement. The agreement shall terminate not less than one hundred eighty (180) days from the date of the termination notice, unless otherwise agreed in writing by both parties.

Signatures

Ferris State University
1201 S. State Street
Big Rapids, MI 49307
Phone: (231) 591-2000

Grand Rapids Community College
143 Bostwick Avenue, N.E.
Grand Rapids, MI 49503
(616) 234-4000

September 1, 2021

Jimmie Joseph
Interim Dean
College of Business

September 1, 2021

Michael Vargo
Dean
School of Arts and Sciences

September 1, 2021

James Woolen
Chair
Sports, Entertainment, and Hospitality Management

September 1, 2021

Kevin J. Dobreff
Program Director
Music

September 1, 2021

Paul Kwant
Director
Music Entertainment Business