



### **Twin Cities Campus**

## **Business and Marketing Education B.S.**

*Organizational Leadership, Policy and Development*

### **College of Education and Human Development**

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2022
- Required credits to graduate with this degree: 120
- Required credits within the major: 61 to 63
- Degree: Bachelor of Science

This undergraduate program focuses on business and marketing education. Coursework includes leadership, sales management, marketing, e-marketing, project management, business communication, management and supervisory development, and customer relationship management.

The program equips students with the knowledge, skills, and abilities that enable them to make meaningful contributions to organizations through employing principles and practices of business planning, project management, sales, marketing, and leadership development.

### **Program Delivery**

This program is available:

- via classroom (the majority of instruction is face-to-face)

### **Admission Requirements**

Students must complete 16 credits before admission to the program.

Admission requirements include 45 credits, completed or in progress.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

#### **Required prerequisites**

##### **First Year Experience**

All incoming CEHD Freshman must complete the First-Year Inquiry course EDHD 1525W.

Take 0 - 4 credit(s) from the following:

- [EDHD 1525W](#) - CEHD First Year Experience [WI] (4.0 cr)
- [EDHD 1525V](#) - CEHD First Year Experience [WI] (4.0 cr)

#### **Admission coursework**

##### **Psychology**

- [EPSY 1281](#) - Psychological Science Applied [SOCS] (4.0 cr)
- or [PSY 1001](#) - Introduction to Psychology [SOCS] (4.0 cr)
- or [PSY 1001H](#) - Honors Introduction to Psychology [SOCS] (4.0 cr)

##### **Public Speaking**

- [OLPD 1461](#) - Presentations in Work Settings: Business & Marketing Education and Human Resource Development [CIV] (3.0 cr)
- or [FSOS 1461](#) - Presentations at Work: Families, Communities, Nonprofits, and Schools [CIV] (3.0 cr)
- or [COMM 1101](#) - Introduction to Public Speaking [CIV] (3.0 cr)
- or [COMM 1101H](#) - Honors: Introduction to Public Speaking [CIV] (3.0 cr)

##### **Economics**

- [APEC 1101](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)
- or [APEC 1101H](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)
- or [ECON 1101](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)
- or [APEC 1102](#) - Principles of Macroeconomics (3.0 cr)
- or [ECON 1102](#) - Principles of Macroeconomics (4.0 cr)

##### **Leadership**

- OLPD 1303 is not required for admissions but is highly recommended and is required for completion of the major.
- [OLPD 1303](#) - Leadership in the Organizational Context (3.0 cr)

### **General Requirements**

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in



which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

## Program Requirements

A minimum grade of C- is required for all foundation, major, and supporting program courses. The only course that can be taken pass-fail is OLPD 4696.

At least 12 upper-division credits in the major must be taken at the University of Minnesota Twin Cities campus.

### Foundational Coursework

#### Future Studies

- OLPD 2811 - Societies of the Future: Changing Work Contexts [TS] (3.0 cr)
- or OLPD 2811H - Societies of the Future: Changing Work Contexts, Honors [TS] (3.0 cr)

#### Business Writing

- OLPD 3324W - Writing in the Workplace for Education and Human Development Majors [WI] (4.0 cr)
- or WRIT 3029W - Business and Professional Writing [WI] (3.0 cr)
- or BA 3033W - Business Communication [WI] (3.0 cr)
- or IBUS 3033W - Business Communication in a Global Context [WI] (4.0 cr)
- or WRIT 3562W - Technical and Professional Writing [WI] (4.0 cr)
- or WRIT 3562V - Honors: Technical and Professional Writing [WI] (4.0 cr)

### Major Coursework

A total of 30 credits of major coursework is required. These 30 credits include eight specific required courses (listed below), a 4-credit applied experience, and 3 credits of electives within the BME major (options listed below).

- OLPD 3401 - Teaching Marketing Promotion (3.0 cr)
- OLPD 3424 - Sales Training (3.0 cr)
- OLPD 3318 - Introduction to Project Management (3.0 cr)
- OLPD 4426 - Strategic Customer Relationship Management (3.0 cr)
- OLPD 3641 - Introduction to Organization Development (3.0 cr)
- OLPD 3308 - Data-Driven Decision-Making in BME and HRD (3.0 cr)
- OLPD 3609 - Profession and Practice of Business and Marketing Education and Human Resource Development (2.0 cr)
- OLPD 3828 - Diversity in the Workplace (3.0 cr)

#### Applied Experience

All students must complete 4 credits of an Applied Experience. The Applied Experience is a culminating experience to apply BME theories to practice in real world settings. Registration for OLPD 4696 requires eligible students to secure their own work experience to receive permission to register. Eligibility requires the completion of OLPD 3609 and at least 3 of 4 core BME classes [OLPD 3401, OLPD 3424, OLPD 3318, and OLPD 4426]. Students may also accrue credits through one of the other courses.

- OLPD 4696 - Applied Experience in Business Marketing Education & Human Resource Development (1.0 - 4.0 cr)
- or OLPD 4421 - Practicum in Nonprofit Organizations (2.0 cr)
- or LEAD 3971 - Leadership Minor: Field Experience (3.0 cr)

#### Electives within the Major

Students must complete 3 additional credits of electives from the following list of course options. OLPD 3310 must be taken for 3 credits.

- OLPD 3305 - Learning About Leadership Through Film and Literature (3.0 cr)
- or OLPD 3310 - Special Topics for Undergraduates (1.0 - 3.0 cr)
- or OLPD 3381 - Developing Intercultural Competence (3.0 cr)
- or OLPD 4401 - E-Marketing (3.0 cr)

### Supporting Program

Students must take 12 credits of coursework outside of OLPD. Courses should be upper-division (3000 or higher) unless approved by an OLPD Advisor. Students may select courses from the pre-approved list, or propose other coursework in consultation with their OLPD Advisor. Common proposed coursework includes minors [Leadership minor excluded], majors, or self-designed themes. Pre-approved coursework includes the following:

Take 12 or more credit(s) from the following:

- ABUS 3301 - Introduction to Quality Management (3.0 cr)
- ABUS 4022W - Management in Organizations [WI] (3.0 cr)
- ABUS 4041 - Dynamics of Leadership (3.0 cr)
- ABUS 4101 - Accounting and Finance for Managers (3.0 cr)
- ABUS 4104 - Management and Human Resource Practices (3.0 cr)
- ABUS 4151 - Innovation for Leaders and Organizations (3.0 cr)
- ABUS 4501 - Building and Running a Small Business Enterprise (4.0 cr)
- ABUS 4515 - Strategy and Management for a Sustainable Future (3.0 cr)
- ABUS 4702 - Applied Digital Marketing (3.0 cr)
- ACCT 2051 - Introduction to Financial Reporting (4.0 cr)
- ACCT 2051H - Honors: Introduction to Financial Reporting (4.0 cr)
- ACCT 3001 - Strategic Management Accounting (3.0 cr)



- [CI 1871](#) - Computer Literacy and Problem Solving (4.0 cr)
- [COMM 3211](#) - Introduction to Media Studies (3.0 cr)
- [COMM 3401](#) - Introduction to Communication Theory (3.0 cr)
- [COMM 3411](#) - Introduction to Small Group Communication (3.0 cr)
- [COMM 3422](#) - Interviewing and Communication (3.0 cr)
- [COMM 3441](#) - Introduction to Organizational Communication (3.0 cr)
- [FINA 3001](#) - Finance Fundamentals (3.0 cr)
- [FSOS 3101](#) - Personal and Family Finances (3.0 cr)
- [FSOS 4153](#) - Family Financial Counseling (3.0 cr)
- [HRIR 3021](#) - Human Capital Management (3.0 cr)
- [HSM 4561W](#) - Health Care Administration and Management [WI] (3.0 cr)
- [IDSC 3001](#) - Information Systems & Digital Transformation [TS] (3.0 cr)
- [JOUR 4272](#) - Digital Advertising: Theory and Practice (3.0 cr)
- [JOUR 4274W](#) - Advertising in Society [WI] (3.0 cr)
- [BA 1011](#) - Leading Self & Teams (2.0 cr)
- [MGMT 3001](#) - Fundamentals of Management (3.0 cr)
- [MGMT 3004](#) - Strategic Management (3.0 cr)
- [MGMT 3015](#) - Introduction to Entrepreneurship (4.0 cr)
- [MGMT 4008](#) - Entrepreneurial Management (4.0 cr)
- [MGMT 4055](#) - Managing Innovation and Change In Action (2.0 cr)
- [MKTG 3001](#) - Principles of Marketing (3.0 cr)
- [PA 3003](#) - Nonprofit and Public Financial Management (3.0 cr)
- [PA 4101](#) - Nonprofit Management and Governance (3.0 cr)
- [RM 1201](#) - Fashion, Ethics, and Consumption [CIV] (3.0 cr)
- [RM 2215](#) - Introduction to Retail Merchandising (3.0 cr)
- [RM 3243](#) - Visual Merchandising (2.0 cr)
- [RM 4117W](#) - Retail Environments and Human Behavior [WI] (3.0 cr)
- [RM 4123](#) - Living in a Consumer Society (3.0 cr)
- [RM 4216](#) - Retail Promotions (3.0 cr)
- [RM 4247](#) - Advanced Buying and Sourcing (3.0 cr)
- [SCO 3001](#) - Sustainable Supply Chain and Operations (3.0 cr)
- [SMGT 1701](#) - Introduction to Sport Management (2.0 cr)
- [SMGT 3143](#) - Organization and Management of Sport (3.0 cr)
- [SMGT 3421](#) - Business of Sport (3.0 cr)
- [SMGT 3631](#) - Sport Marketing (3.0 cr)
- [SMGT 3632](#) - Sport Sales and Fundraising (3.0 cr)
- [SPAN 3034](#) - Advanced Business Spanish (4.0 cr)
- [APEC 1251](#) - Principles of Accounting (3.0 cr)

#### Upper Division Writing Intensive within the Major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:

- [OLPD 3324W](#) - Writing in the Workplace for Education and Human Development Majors [WI] (4.0 cr)
- [WRIT 3029W](#) - Business and Professional Writing [WI] (3.0 cr)
- [BA 3033W](#) - Business Communication [WI] (3.0 cr)

#### Technical and Professional Writing

- [WRIT 3562W](#) - Technical and Professional Writing [WI] (4.0 cr)
- or [WRIT 3562V](#) - Honors: Technical and Professional Writing [WI] (4.0 cr)