



### ***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 Spring 2012
- Required credits to graduate with this degree: 120
- Required credits within the major: 53 to 56
- Degree: Bachelor of Science

This undergraduate program focuses on business and marketing education, with a choice of sales and marketing or computer emphasis areas. Coursework includes sales management, marketing, e-marketing, project management, business communication, management and supervisory development, and customer service.

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 30 credits before admission to the program.

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

### **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 4496.

#### **Foundational Coursework**

These courses are intended to be taken as prerequisites to the major, however this is not strictly enforced. Students can take some of these courses as they are taking introductory courses in BME, however it is recommended that most of these courses are finished within a student's first 90 credits.

#### **Business Communication**

[WRIT 3029W](#) - Business and Professional Writing [WI] (3.0 cr)  
or [WRIT 3562W](#) - Technical and Professional Writing [WI] (4.0 cr)  
or [BA 3033W](#) - Business Communication [WI] (3.0 cr)

#### **Economics**

[APEC 1101](#) - 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)

#### **Mathematics**

[CI 1806](#) - College Algebra through Modeling [MATH] (3.0 cr)  
or PSTL 1004 ~~{Inactive}~~[MATH] (4.0 cr)  
or [MATH 1001](#) - Excursions in Mathematics [MATH] (3.0 cr)  
or [MATH 1031](#) - College Algebra and Probability [MATH] (3.0 cr)  
or [STAT 1001](#) - Introduction to the Ideas of Statistics [MATH] (4.0 cr)  
or A higher level math course may be taken to fulfill this requirement. Consult an adviser for course options.

#### **Psychology**

PSTL 1281 ~~{Inactive}~~[SOCS] (4.0 cr)



or **PSY 1001** - Introduction to Psychology [SOCS] (4.0 cr)

#### Public Speaking

PSTL 1461 ~~{Inactive}~~[CIV] (3.0 cr)

or **COMM 1101** - Introduction to Public Speaking [CIV] (3.0 cr)

#### Technology and Public Ethics

**CI 4311W** - Technology and Ethics in Society [CIV, WI] (3.0 cr)

or **CI 2311W** - Introduction to Technology and Ethics in Society [CIV, WI] (3.0 cr)

#### Supporting Program

Students must create a supporting program of at least 13 credits with a business focus. These courses must be taken from outside of the OLPD department. Students may choose either the programmatic or thematic options. Courses must be chosen in consultation with a program adviser.

##### Programmatic Supporting Program

Students select at least 13 business-related credits, all of which have a common course designator.

##### or Thematic Supporting Program

Students select 13 credits that support a general business theme, regardless of course designator.

#### Major Coursework

Students can choose between the sales and marketing focus or the computer focus. The 21 credits in these focus areas constitute the core of the BME major.

#### Sales and Marketing Focus

**OLPD 3401** - Teaching Marketing Promotion (3.0 cr)

**OLPD 3461** ~~{Inactive}~~(3.0 cr)

**OLPD 3424** - Sales Training (3.0 cr)

**OLPD 4426** - Strategic Customer Relationship Management (3.0 cr)

#### Computer Applications for Business and Industry

**CI 5303** ~~{Inactive}~~(3.0 cr)

or **CI 5304** ~~{Inactive}~~(3.0 cr)

or **CI 5362** - Foundations of Interactive Design for Web-based Learning (3.0 cr)

or **CI 5363** ~~{Inactive}~~(3.0 cr)

or **CI 5361** - Teaching and Learning with the Internet (2.0 - 3.0 cr)

or **CI 5301** - Foundations of Computer Applications for Business and Education (3.0 cr)

#### Electives Within the Major

Students must complete 6 additional credits of electives within the major.

Take 6 or more credit(s) from the following:

- **OLPD 1302** ~~{Inactive}~~(3.0 cr)
- **OLPD 2811** - Societies of the Future: Changing Work Contexts [TS] (3.0 cr)
- **OLPD 3305** - Learning About Leadership Through Film and Literature (3.0 cr)
- **OLPD 3318** - Introduction to Project Management (3.0 cr)
- **OLPD 3621** - Introduction to Training and Development (3.0 cr)
- **OLPD 3641** - Introduction to Organization Development (3.0 cr)
- **OLPD 3820** ~~{Inactive}~~(3.0 cr)
- **OLPD 3828** - Diversity in the Workplace (3.0 cr)
- **OLPD 4318** ~~{Inactive}~~(3.0 cr)
- **OLPD 4401** - E-Marketing (3.0 cr)
- **OLPD 4421** - Practicum in Nonprofit Organizations (2.0 cr)
- **OLPD 4496** - Applied Experience in Business & Marketing Education (1.0 - 4.0 cr)
- **OLPD 4602** ~~{Inactive}~~(3.0 cr)
- **OLPD 4627** ~~{Inactive}~~(3.0 cr)
- **OLPD 4870** ~~{Inactive}~~(3.0 cr)

-OR-

#### Computer Focus

Please note that the licensure program in business and marketing education (M.Ed.) is no longer accepting new students for admission. For more information, please email Ms. Jennifer Cherry at [cherry@umn.edu](mailto:cherry@umn.edu).

**CI 5303** ~~{Inactive}~~(3.0 cr)

**CI 5304** ~~{Inactive}~~(3.0 cr)

**CI 5305** ~~{Inactive}~~(3.0 cr)

**CI 5362** - Foundations of Interactive Design for Web-based Learning (3.0 cr)

**CI 5363** ~~{Inactive}~~(3.0 cr)

#### Elective Courses Within the Major

Students must complete 6 additional credits of elective courses within the major.

Take 6 or more credit(s) from the following:

- **OLPD 1302** ~~{Inactive}~~(3.0 cr)
- **OLPD 2811** - Societies of the Future: Changing Work Contexts [TS] (3.0 cr)



- OLPD 3305 - Learning About Leadership Through Film and Literature (3.0 cr)
- OLPD 3318 - Introduction to Project Management (3.0 cr)
- OLPD 3621 - Introduction to Training and Development (3.0 cr)
- OLPD 3641 - Introduction to Organization Development (3.0 cr)
- OLPD 3820 ~~{Inactive}~~(3.0 cr)
- OLPD 3828 - Diversity in the Workplace (3.0 cr)
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- OLPD 4421 - Practicum in Nonprofit Organizations (2.0 cr)
- OLPD 4496 - Applied Experience in Business & Marketing Education (1.0 - 4.0 cr)
- OLPD 4602 ~~{Inactive}~~(3.0 cr)
- OLPD 4627 ~~{Inactive}~~(3.0 cr)
- OLPD 4870 ~~{Inactive}~~(3.0 cr)
- OLPD 5808 ~~{Inactive}~~(2.0 cr)
- OLPD 5829 ~~{Inactive}~~(2.0 cr)
- OLPD 5861 ~~{Inactive}~~(2.0 cr)

## Program Sub-plans

A sub-plan is not required for this program.

### Honors UHP

This is an honors sub-plan.

Students admitted to the University Honors Program (UHP) must fulfill UHP requirements in addition to degree program requirements. Honors courses used to fulfill degree program requirements will also fulfill UHP requirements.

Current departmental honors course offerings are listed at:

[http://www.honors.umn.edu/academics/curriculum/dept\\_courses\\_current.html](http://www.honors.umn.edu/academics/curriculum/dept_courses_current.html)

Honors students complete an honors thesis project in the final year, most often in conjunction with an honors thesis course, or with an honors directed studies or honors directed research course. Students select honors courses and plan for a thesis project in consultation with their UHP adviser and their departmental faculty adviser.