

Business Administration Marketing

Lake Superior
State University
Petoskey Regional Center

Why Study Business Administration w/Marketing Minor at LSSU

Students may want to become business generalists, with the opportunity to take up to 8 other courses of interest, other than those in their minor. This is an excellent choice for employed individuals who require a degree to facilitate their upward mobility, and for students who value a well-rounded general education.

Originally planned as a degree for working adults who may prefer more flexibility in their program, the Bachelor of Science in Business Administration is now available to all students. In this program there is no major required; instead, students follow all degree requirements and add a minor program of study. Students may then select free electives beyond their minor to meet the 124-credit requirement for graduation.

Minors in Petoskey include Marketing and Public Relations

National Projected Job Growth*

*2014-2024 Occupational Outlook Handbook

Insurance Sales - 9%
Sales Managers – 5%
Wholesale/Mfg Sales Reps – 7%

National Median Salary*

* 2014-2024 Occupational Outlook Handbook

Insurance Sales - \$49,900
Sales Managers - \$118,000
Wholesale/Mfg Sales Reps -\$60,500



Benefits of Attending LSSU-Petoskey

- ⚓ Small Class Size
- ⚓ Personalized Attention
- ⚓ Close to Home
- ⚓ Affordable
- ⚓ Accredited by ACBSP



Career Opportunities

The Bachelor of Science in Business Administration with Marketing Minor is designed to introduce students to the many opportunities in the field of marketing. The study of marketing includes consumer behavior, international marketing and students may choose other marketing electives. These courses, in addition to the professional business core, provide students with a wealth of knowledge and skills to understand the function of marketing.

Contact Us Today!

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<https://www.lssu.edu/regional-center/petoskey/>