

Business Administration Public Relations

Lake Superior
State University
Petoskey Regional Center

Why Study Business Administration w/Public Relations 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

6%

National Projected Job Growth*

*2014-2024 Occupational Outlook Handbook

\$58,000

National Median Salary*

*2014-2024 Occupational Outlook Handbook-Public Relations Specialist



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 a Public Relations Minor is designed to provide a well-rounded professional education. This degree will provide students with a broad background of business and its functional areas. Students will gain knowledge and apply the essential Public Relations skills of writing, research, planning, problem-solving, business/economics competence, and expertise in social media. The diverse field of Public Relations emphasizes the importance of communicating effectively in a multicultural world.

Contact Us Today!

Carolyn Ramsdell – Coordinator, Petoskey Regional Center

NCMC – Administration Hall #48

Ph:231/348-6623 Email: cramsdell@lssu.edu

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