

Bachelor of Science Business Administration - Marketing Minor

This program 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.

Accreditation

The business administration (generalist) program is regionally accredited but has been excluded from Accreditation Council for Business Schools and Programs (ACBSP) accreditation at this time.

LSSU has remained accredited by the Higher Learning Commission since 1968. The Higher Learning Commission, 230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413.



Career Choices

- ✓ Sales Management
- ✓ Market Research
- ✓ Product Analyst
- ✓ E-Commerce
- ✓ Professional Selling
- ✓ Buyer

Job Statistics

Occupational Outlook Handbook—Advertising, Promotions, and Marketing (bls.gov/ooh)

\$141,490 2020 National Median Pay

10% National Projected Job Growth

Where do I start? Contact the Regional Center Director to discuss degree requirements, admissions requirements, financial aid, and customize your academic plan.

How do I apply? Fill out an application to LSSU online at www.lssu.edu and have official transcripts sent to Admissions Office, 650 W. Easterday Avenue, Sault Ste. Marie, MI 49783.

Why LSSU? Founded in 1946, LSSU is fully accredited by the Higher Learning Commission of the North Central Association since 1968. We equip our graduates with the knowledge, practical skills, and inner strength to craft a life of meaningful employment, personal fulfillment, and generosity of self within an inclusive atmosphere, all while enhancing the quality of life of the Great Lakes region and the world.

We're here to help you!

Heidi (Berg) Rife
Regional Center Director
Bay College JHUC Office #924
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www.lssu.edu/regional-center



LAKE SUPERIOR STATE UNIVERSITY

ESCANABA REGIONAL CENTER



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Earn Your Degree Locally!

Bachelor Degree Programs:

- Accounting
- Business Administration
- Criminal Justice
- Education
 - Early Childhood
 - Elementary Ed
 - Secondary Ed
- General Studies
- Nursing Completion

Business Administration

Marketing Minor

Bachelor of Science



Mission:

FIT IN. STAND OUT. GO NORTH. The Lukenda School of Business mission is to create learning communities that motivate, guide, educate and connect. The LSB will be recognized as a premier undergraduate business school dedicated to student-centered learning and educational excellence. LSB faculty, staff and students value personal and authentic communication as a key to business education in our modern global business world.



In cooperation with



Lake Superior State University's
Bachelor of Science in Business Administration w/Marketing Minor



<u>Courses taken at Bay College</u>						
Grade	Course #	Title	LSSU equiv	Credits	Electives:	
					Grade	Course#
<input type="checkbox"/>	ACCT101	Accounting Principles I	[ACTG132]	4		
<input type="checkbox"/>	ACCT102	Accounting Principles II	[ACTG133]	4	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN160	Introduction to Business	[BUSN121]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN195	Business Communications	[BUSN231]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN203	Management Information Systems	[MGMT280]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN242	Principles of Management	[MGMT360]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN250	Business Law I	[BUSN350]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN253	Marketing*	[MRKT281]	3	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN262	Principles of Selling*	[MRKT283]	3	<input type="checkbox"/>	
<input type="checkbox"/>	CIS101	Computer Concepts & Applications	[CIS103]	4	<input type="checkbox"/>	
<input type="checkbox"/>	ECON131	Macroeconomics	[ECON201]	3	<input type="checkbox"/>	
<input type="checkbox"/>	ECON132	Microeconomics	[ECON202]	3	<input type="checkbox"/>	
<input type="checkbox"/>	ENGL101	Rhetoric & Composition	[ENGL110]	3	<input type="checkbox"/>	
<input type="checkbox"/>		ENGL102 or 145 or COMM103, 104, or 120		3	<input type="checkbox"/>	
<input type="checkbox"/>	MATH110	College Algebra	[MATH111]	4	<input type="checkbox"/>	
<input type="checkbox"/>	MATH210	Introduction to Statistics	[BUSN211]	4		
<input type="checkbox"/>		Humanities		3		
<input type="checkbox"/>		Humanities		3		
<input type="checkbox"/>		Natural Science w/Lab		4		
<input type="checkbox"/>		Natural Science		4		
<input type="checkbox"/>		Social Science		3		
<input type="checkbox"/>		Electives		23		
				<i>Total credits at Bay</i>	<i>93</i>	

*Satisfies minor requirements Also satisfies MTA gen. ed. req'ments

<u>Courses taken at LSSU's Escanaba Regional Center</u>				
Grade	Course #	Title	Credits	
<input type="checkbox"/>	<i>waived</i>	BUSN101 Freshman Seminar	0	
<input type="checkbox"/>	BUSN403	Business, Government & Society	3	
<input type="checkbox"/>	BUSN466	Business Policy	3	
<input type="checkbox"/>	FINC341	Managerial Finance	4	
<input type="checkbox"/>	INTB486	International Marketing*	3	
<input type="checkbox"/>	MGMT37:	Operations & Business Analytics	3	
<input type="checkbox"/>	MRKT381	Consumer Behavior*	3	
<input type="checkbox"/>	MRKT	LSSU 300/400 Marketing Elective*	3	
<input type="checkbox"/>	MRKT	LSSU 300/400 Marketing Elective*	3	
<input type="checkbox"/>		LSSU Elective	3	
<input type="checkbox"/>		LSSU Elective	3	
			<i>Total credits at LSSU</i>	<i>31</i>
			<i>Total Bay & LSSU credits</i>	<i>124</i>

For more info, please contact:
Heidi (Berg) Rife
 Regional Center Director
 Lake Superior State University
 2001 N. Lincoln-Heirman Center #924
 Escanaba, MI 49829
 phone: 906.217.4123
 email: hberg@lssu.edu

www.lssu.edu/regional-center

Degree Requirements

- MTA or MACROA earned @ Bay College
- Minimum 124 total credits
- Minimum overall GPA 2.0
- Minimum departmental GPA 2.0
- 50% of 300/400 level department credits earned @ LSSU

Checklist

- Apply to LSSU: www.lssu.edu
- \$0 Application fee
- Send all official transcripts to LSSU
- Apply for Financial Aid (LSSU's FASFA Code: 00293)

LSSU's courses may be offered on a yearly or alternating year rotation. Consultation with an advisor is recommended as course rotation is subject to change.