



BACHELOR OF SCIENCE BUSINESS ADMINISTRATION Marketing Minor

The business administration major is designed to provide students with a broad overview of business concepts, along with particular emphasis in marketing. The intent of this degree is to create a well-rounded graduate with a basic understanding of all aspects of a business organization, both in the office and on the workplace floor. The courses in the marketing minor, in addition to the professional business core, equip students with the knowledge and skill to further their education in the area of business.

The business administration (generalist) program is regionally accredited by the Higher Learning Commission, but has been excluded from Accreditation Council for Business Schools and Programs accreditation at this time.



Accredited 19 Feb 2024

JOB STATISTICS

Occupational Outlook Handbook -
Advertising, Promotions, & Marketing (bls.gov/ooh)

\$141,490 2020 National Median Pay

10% National Project Job Growth

CONTACT

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Regional Centers Director

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www.lssu.edu/regional-center



Why LSSU?

- ▶ Rated #5 Top Public School by Regional Colleges - Midwest
- ▶ 16:1 Student Faculty Ratio
- ▶ Extensive real-world, innovative learning environments
- ▶ Alumni network of over 23,000 in the Great Lakes region
- ▶ Cost savings to staying local
- ▶ Accredited by the Higher Learning Commission of North Central Association since 1968

CAREER CHOICES

- Buyer
- Digital Marketing Specialist
- E-Commerce Coordinator
- Market Research Analyst
- Project Coordinator
- Public Relations Assistant
- Sales Manager



**SUPERIOR EDUCATION
SUPERIOR EXPERIENCE
SUPERIOR YOU**



Our Mission:

To create learning communities that motivate, guide, educate and connect.

**BUSINESS
ADMINISTRATION
Marketing
Minor
Bachelor of Science**



**LAKE SUPERIOR
STATE UNIVERSITY**

Petoskey

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



Courses taken at NCMC

Grade	Course #	Title	LSSU Equiv	Credits	Electives:
					Grade Course# Credits
<input type="checkbox"/>	ACC211	Accounting Principles I	[ACTG132]	4	<input type="checkbox"/>
<input type="checkbox"/>	ACC212	Accounting Principles II	[ACTG133]	4	<input type="checkbox"/>
<input type="checkbox"/>	B161	Introduction to Business	[BUSN121]	3	<input type="checkbox"/>
<input type="checkbox"/>	B200	Principles of Management	[MGMT360]	3	<input type="checkbox"/>
<input type="checkbox"/>	B207	Business Communications	[BUSN231]	3	<input type="checkbox"/>
<input type="checkbox"/>	B290	Business Law I	[BUSN350]	3	<input type="checkbox"/>
<input type="checkbox"/>	ECO111	Macroeconomics	[ECON201]	3	<input type="checkbox"/>
<input type="checkbox"/>	ECO112	Microeconomics*	[ECON202]	3	<input type="checkbox"/>
<input type="checkbox"/>	ENG111	English Composition I	[ENGL110]	3	<input type="checkbox"/>
<input type="checkbox"/>		ENG112 or COM111 or COM170		3	<input type="checkbox"/>
<input type="checkbox"/>	M200	Marketing*	[MRKT281]	3	<input type="checkbox"/>
<input type="checkbox"/>	M205	Principles of Selling*	[MRKT283]	3	<input type="checkbox"/>
<input type="checkbox"/>	MATH130	College Algebra	[MATH111]	4	<input type="checkbox"/>
<input type="checkbox"/>	STAT200	Statistics	[BUSN211]	3	<input type="checkbox"/>
<input type="checkbox"/>		Humanities		3	<input type="checkbox"/>
<input type="checkbox"/>		Humanities		3	<input type="checkbox"/>
<input type="checkbox"/>		Natural Science w/Lab		4	<input type="checkbox"/>
<input type="checkbox"/>		Natural Science		4	<input type="checkbox"/>
<input type="checkbox"/>		Social Science		3	<input type="checkbox"/>
<input type="checkbox"/>		Electives		31	
				Total credits at NCMC	93

*Satisfies minor req'tments **Satisfies both major & minor req'tments Satisfies MTA gen. ed. req'tments

Courses taken at LSSU's Petoskey Regional Center

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"/>	MGMT280	Intro to Management Info Systems	3
<input type="checkbox"/>	MGMT371	Operations & Business Analytics	3
<input type="checkbox"/>	MRKT381	Consumer Behavior*	3
<input type="checkbox"/>	MRKT	LSSU 300/400 elective*	3
<input type="checkbox"/>	MRKT	LSSU 300/400 elective*	3
<input type="checkbox"/>		LSSU Elective	3
			Total credits at LSSU
			31
			Total NCMC & LSSU credits
			124

For more info, please contact:

Heidi Rife, DBA

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 Lake Superior State University
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Degree Requirements

- MTA or MACROA earned @ NCMC
- 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.