



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](https://www.bls.gov/ooh))

\$141,490 2020 National Median Pay

10% National Project Job Growth

CONTACT

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Regional Center 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**

Escanaba • Iron Mountain

Bachelor of Science in Business Administration w/Marketing Minor**Courses taken at Bay College**

<input type="checkbox"/>	<u>Grade</u>	<u>Course #</u>	<u>Title</u>	<u>LSSU equiv</u>	<u>Credits</u>	<u>Electives:</u>
						<u>Grade</u> <u>Course#</u> <u>Credits</u>
<input type="checkbox"/>		ACCT101	Accounting Principles I	[ACTG132]	4	<input type="checkbox"/>
<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	
					Total credits at Bay	93

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

Courses taken at LSSU's Escanaba Regional Center

	<u>Grade</u>	<u>Course #</u>	<u>Title</u>	<u>Credits</u>
<input type="checkbox"/>	<u>waived</u>	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>				31
<i>Total Bay & LSSU credits</i>				124

For more info, please contact:

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 Lake Superior State University
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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.