



Business and Marketing Education

UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

College of Education + Human Development

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CE+HD

College of Education + Human Development

Looking for a business degree that really sets you apart from the crowd?

Consider business and marketing education. This is a business degree with heart and substance, a degree that emphasizes the educational, technological, and human aspects of business and marketing. The program prepares you to educate youth and adults about the influential world of business, or focus on technology and develop a career in training or support. Choose an emphasis in computers or sales and marketing, and design a sub plan that fits your interests.

PROGRAM HIGHLIGHTS

Hands-on classes help you apply what you learn

Learning abroad opportunities, such as a joint study/ internship program with businesses in Sydney or London

A unique perspective on business—develop marketable human relations skills you won't gain at most business schools

Option to prepare for licensure to teach business and marketing education to grades 5–12

Stimulating contact with teachers who have substantial business experience

PROGRAM OVERVIEW

Major courses, such as economics, business communication, accounting, business law, marketing, public speaking, and technology and ethics

Supporting program courses—you choose!

Prepare for licensure or select your own business-related supporting program.

Program focus area: Computer focus—courses covering database applications, multimedia presentations, spreadsheets, etc.; Sales and marketing focus—courses on teaching marketing, sales training, principles of management, and more



THE CE+HD ADVANTAGE Our students take many paths through our College, but they are all committed to one vision: a better future.

CAREERS WITH MEANING

Potential employers include:

Secondary schools

Market research firms

Management-consulting firms

Financial companies

Software companies

This program also prepares students for advanced degrees in business, international business, education, marketing, computers, e-commerce, communications, and more.

SEE YOURSELF HERE

The College of Education and Human Development offers a unique blend of classroom learning and real-world experiences. We prepare students to make a difference in the lives of individuals, families, and communities.

The best way to see what we're all about is to visit our Twin Cities campus. Schedule your visit through the University's Office of Admissions, and tell them you're interested in the College of Education and Human Development. See admissions.tc.umn.edu/visit or call 1-800-752-1000 or 612-625-0000 (TTY 612-625-9051).

FIND OUT MORE

For information about the College, including program details, career services, and more, check our Web site:

cehd.umn.edu/first-year