

B.S. in BUSINESS & MARKETING EDUCATION

The circles on this page represent the five categories of courses that make up your B.S. degree program.

The numbers of credits represented by these five categories must add up to at least 120 credits.

To the right of each of the top 3 circles, please list all courses that you have **not yet** completed. If you need assistance in determining what these courses may be, please look at your APAS report and consult with your advisor.

Liberal Education Requirements

Foundational Courses

Major Courses 21 cr.

Supporting Program 13 cr.

Electives

Please cross out any of the courses below that you have already completed:

- Psychology, 4 cr.
- Public speaking, 3 cr.
- Micro- or macroeconomics, 4 cr.
- Mathematics (College Algebra or higher), 3 cr.
- Business & professional writing: WRIT 3562W, 4 cr.
- Technology & Public Ethics: CI 4311W, 3 cr.

Computer Course Options

- CI 5303: Data Analysis and Info. Design for Business & Educ., 3 cr.
- CI 5304: Data Management for Online Integration, 3 cr.
- CI 5361: Teaching via the Internet
- CI 5362: Foundations of Interactive Design for Web-based Learning, 3 cr.
- CI 5363: New Media and Interaction design for Web-based Learning, 3 cr.

Sales & Marketing Focus

- OLPD 3401: Teaching Marketing Promotion, 3 cr.
- OLPD 3461: Professional Sales Mgmt., 3 cr.
- A CI computer course, 3 cr. Choose in consultation with your BME Advisor
- OLPD 3424: Sales Training, 3 cr.
- OLPD 4426: Customer Svc. Training, 3 cr.
- 6 more credits of Major Electives (see "Major Electives" for full list.)

Major Electives

- OLPD 3496: Profession & Practice of BME, 2 cr. (All terms)
- OLPD 4401: Intro to E-Marketing, 3 cr. (FA & SP)
- OLPD 4496: Internship, 1-4 cr. (All terms)
- OLPD 4420: Practicum in Nonprofit Mgmt., 4 cr. (SP only)
- OLPD 1302: Personal Leadership @ the University, 3 cr. (FA + SP)
- OLPD 3318: Intro to Project Mgmt, 3 cr. (FA & SP)
- OLPD 3305: Learning about Leadership through Film & Literature, 3cr. (FA only)
- OLPD 4318: Adv. Project Mgmt, 3 cr. (SP only)
- OLPD 3620: Intro T & D, 3 cr. (FA & SP)
- OLPD 3640: Intro OD, 3 cr. (FA & SP)
- OLPD 4602: Mg. Work Teams in Business & Industry, 3cr. (FA & SP)
- OLPD 4627: Mgmt & Supervisory Develop., 3 cr. (FA only)
- OLPD 2811: Societies of the Future – Changing Work Contexts, 3 cr. (FA & SP)
- OLPD 3820: Principles of Supervisory Mgmt., 3 cr. (FA & SP)
- OLPD 3828: Diversity in the Workplace, 3 cr.
- OLPD 4870: Integrating Human Rights into Organizational Leadership, 3 cr. (SP only)

- Supporting program must consist of business-related coursework from outside of OLPD.