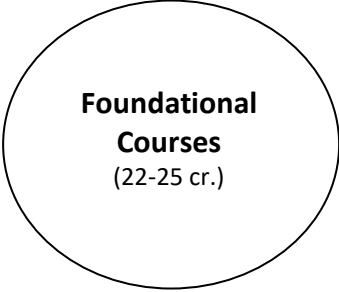


## B.S. in BUSINESS & MARKETING EDUCATION



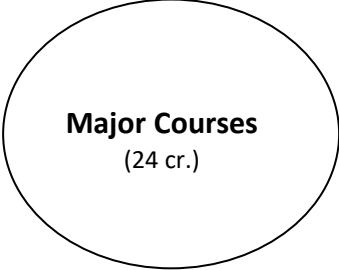
**Foundational Courses**  
(22-25 cr.)

### Foundational Courses

- \_\_\_ LEAD 1961W: Personal Leadership in the University, 3 cr.
- \_\_\_ OLPD 2811: Societies of the Future: Changing Work Contexts, 3 cr.\* (or OLPD 2811H)  
\*meets Technology & Society requirements.
- \_\_\_ Public Speaking (OLPD 1461, FSOS 1461 or COMM 1101, 3 cr.)
- \_\_\_ Business Writing (OLPD 3324W, WRIT 3029W, WRIT 3562W, or MGMT 3033W, 3 to 4 cr.)
- \_\_\_ Economics (APEC 1101, ECON 1101, APEC 1102, ECON 1102, 3 to 4 cr.)
- \_\_\_ Mathematics (CI 1806, MATH 1001, MATH 1031, STAT 1001, or other options, 3 to 4 cr.)
- \_\_\_ Intro to Psychology (EPSY 1281 or PSY 1001, 4 cr.)

### Sequence of Major Courses

- Students must complete at least 3 of the 4 core courses (**bolded to the left**) before taking the Career Development/ Professional Practice course (OLPD 3496).
- OLPD 3496 must be completed before a student can register for and carry out the Applied Experience, OLPD 4496. In special cases, the two courses can be taken concurrently. *Note: If you are a BME/HRD double major, please consult with an OLPD adviser before registration*



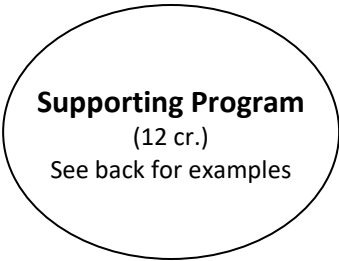
**Major Courses**  
(24 cr.)

### Major Courses

- \_\_\_ **OLPD 3401: Teaching Marketing Promotion, 3 cr.**
- \_\_\_ **OLPD 3424: Sales Training, 3 cr.**
- \_\_\_ **OLPD 3318: Intro to Project Management, 3 cr.**
- \_\_\_ **OLPD 4426: Strategic CRM, 3 cr.**
- \_\_\_ OLPD 3496: Profession & Practice of BME, 2 cr.
- \_\_\_ OLPD 4496: Applied Experience in BME, 4 cr. (or alternative – see box)
- \_\_\_ Computer Applications for Business & Industry (CI 5301, CI 1871, or IDSC 3001, 3 to 4 cr.)
- \_\_\_ One major elective, 3 cr.

### Alternative Options to OLPD 4496

- If you are interested in alternatives, you must consult with an OLPD advisor as soon as possible. Options include study abroad, OLPD 4420 (2 cr.), or LEAD 3971 (3 cr.). Please schedule an appointment through [ugolpd@umn.edu](mailto:ugolpd@umn.edu).



**Supporting Program**  
(12 cr.)  
See back for examples

### Supporting Program

- Courses must be outside the department – this means no ‘OLPD’ courses work;
- Courses must be linked thematically to a major interest and/or career goal (see examples below);
- Courses must be approved in consultation with an OLPD advisor;
- Previous courses can be used if appropriate;
- This does not need to be a minor but coursework from minors can be used if appropriate (except for leadership minor)

### Major Electives (Subject to change)

#### SPRING 2018

- OLPD 3305: Learning about Leadership through Film & Literature, 3 cr.
- OLPD 3310: Data-Drive Decision-Making for BME & HRD Majors, 3 cr.
- OLPD 3380: Developing Intercultural Competence, 3 cr.
- OLPD 3828: Diversity in the Workplace, 3 cr.
- OLPD 4401: E-Marketing, 3 cr.
- OLPD 4420: Practicum in Nonprofit

## B.S. in BUSINESS & MARKETING EDUCATION

**Supporting Program Worksheet:** Use the following template to brainstorm ideas for your Supporting Program. Remember that your courses must be approved in consultation with an OLPD advisor. Reach out to [ugolpd@umn.edu](mailto:ugolpd@umn.edu) to schedule an appointment. Here are a few prompts to get you thinking...

*What are some general goals or interests that I have (these do not need to be related to a career)? When I think about a future career aspiration, what knowledge or skillset would be most beneficial to me? If I could wave a magic wand and have my dream job, what other courses would contribute to my success?*

To do on your own:

**Area(s) of Interest:** \_\_\_\_\_

Course(s) of Interest: \_\_\_\_\_

---

After consultation with your advisor:

**Supporting Program Theme is:** \_\_\_\_\_

and my classes are:

Course: \_\_\_\_\_ Course: \_\_\_\_\_

Course: \_\_\_\_\_ Course: \_\_\_\_\_

Course: \_\_\_\_\_ Course: \_\_\_\_\_

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**What have other students done for their Supporting Program?** These are real examples of student-designed Supporting Programs based off of major interests and/or career aspirations.

### **Major Interest: Management and Finance**

Karen wants to work for a large company and work her way into management, with a goal of understanding how finances impact the company from both a human resources and from a management perspective. She sees herself returning to school for her Master's degree, but wants to apply her course-related skills at a new job upon graduation.

*(Example searchable subject areas: MGMT, ABUS, SCO, ACCT)*

### **Major Interest: Electronic Media in the Workplace**

William is hoping to better understand the impact of electronic and social media on different groups of people. In the future he wants to work for a company to further develop their social media campaigns for clients. He has selected coursework around communications and specifically courses with a social and electronic media component.

*(Example searchable subject areas: COMM, JOUR)*